

# Memphis Greets You



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*Business Men's Club--Chamber of Commerce*

MEMPHIS

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MEMPHIS



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THE BUSINESS MEN'S CLUB  
CHAMBER OF COMMERCE  
IS AN ORGANIZATION  
FOUNDED UPON THE  
TWO WORDS  
"FOR MEMPHIS"  
AND BUILT STRONG  
BY CIVIC PRIDE

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THE BUSINESS MEN'S CLUB  
CHAMBER OF COMMERCE  
IS AN INSTITUTION  
THAT IS UNIQUE IN ITS  
SOLIDITY AND  
SPLENDID PURPOSE,  
IT IS THE THOBING  
HEART OF  
BUSY MEMPHIS'

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Court Square - Showing Exchange Building.

# Memphis--Busy and Beautiful

By C. P. J. Mooney, Editor Commercial Appeal

**M**EMPHIS and the Memphis territory, which is the Lower Mississippi Valley, made progress during the year of 1916.

While there was a recession in the value of commerce in many other parts of the United States, this territory closes the season producing more agricultural wealth and developing more enterprises than during the previous year.

Memphis and the middle south view 1917 serenely, confident that the prosperity of this marvelous region will not be retarded.

Draw a circle with Memphis as the center and with a line of 150 miles as a radius and you will find a territory less than one-third of which is under cultivation. But every acre of this territory can be cleared and planted in a money-producing crop.

## **METROPOLIS OF MIDDLE SOUTH.**

Memphis is the metropolis of the largest alluvial soil area in the United States.

In the Memphis territory more than 2,000,000 bales of cotton were grown this year. When this

territory is cleared more than 6,000,000 bales of cotton can be grown on it.

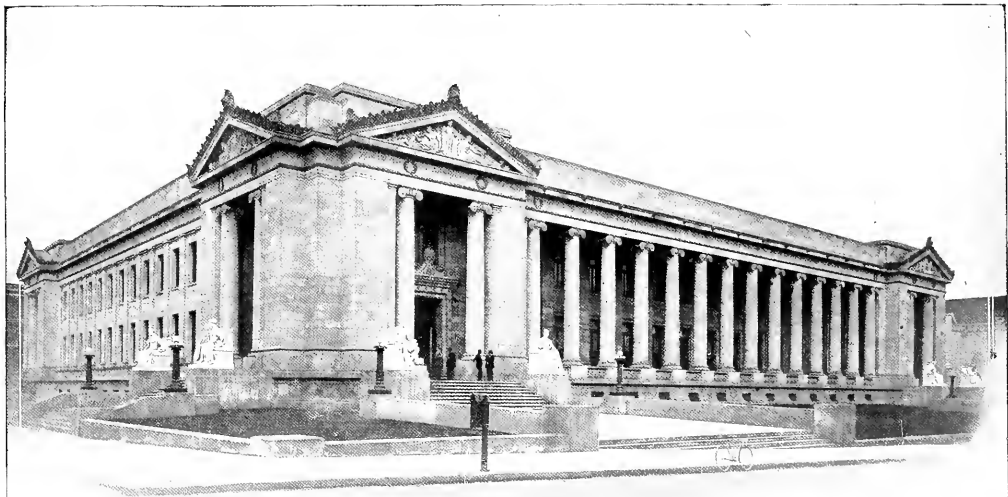
The City of Memphis itself is on a high bluff, but west of it is the St. Francis Basin, with an area half as large as many of the eastern states. South is the Mississippi Delta, larger than the St. Francis Basin, and west of the Mississippi Delta are the southern reaches of East Arkansas, not surpassed in fertility by either the Yazoo Delta or the St. Francis Basin.

This territory is capable of marvelous development. Land in it can be bought from \$10 to \$100 an acre. Splendid land can be bought for \$25 an acre.

The farmer in Illinois or Iowa can sell his land for \$100 an acre, and with that \$100 he can buy four acres in the south, and these four acres, properly cultivated, will produce acre for acre as much as any acre in Illinois or in Iowa.

## **CHEAP LANDS AND FINE LANDS.**

A man with \$10,000 can own a farm of 100 acres in Iowa or Illinois, but a man with \$10,000 can own



City Hall and Court House.

a better farm of 400 acres in Mississippi, Arkansas or Tennessee.

A dollar invested in agriculture yields a greater return in the south than it does in any other part of the United States.

Draw a circle with a radius of 150 miles around Memphis and it will embrace a region where is grown the finest cotton in the world. In this region are also grown corn, rice, wheat, alfalfa, oats, clover, potatoes, tobacco and vegetables of all sorts. Year by year increasing supplies of tomatoes, cabbage, beans and fruits, temperate zone vegetables are grown in this territory and shipped over the United States.

Within this region there is yet an enormous supply of wood of all sorts. The beauty of the situation is that when the land is cleared the timber itself can be sold at a profit and the land remains capable of the highest development.

The region adjacent to Memphis is destined to be a great cattle producing country, for cattle and hogs can live in the pastures nine months in a year without any dry feeding.

### **MEMPHIS THE SOUTHERN GATEWAY**

Memphis is the greatest gateway across the Lower Mississippi River. Memphis has two railroad bridges across the Mississippi River, one a

double-tracked bridge, with passageways for vehicles.

### **Business Men's Club Chamber of Commerce.**

Other railroads from the west are heading in the direction of Memphis, and so soon as the preparations are made the Memphis gateway will be the great passageway between the Atlantic seaboard states and the country of the southwest as far away as California.

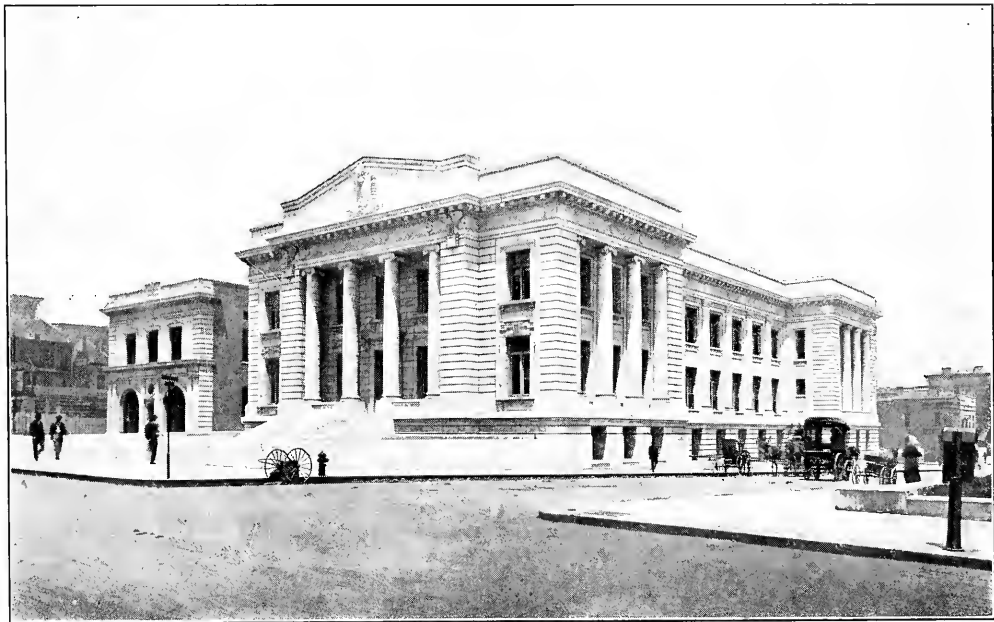
It is a fact that the shortest route from Washington City to Los Angeles is through Memphis, and from New York to Los Angeles through Memphis is no longer than any other route.

The Memphis territory, then, already has fertile soil, a fast opening country and splendid railroad facilities.

Memphis is the head of deep water navigation on the Mississippi River, and no combination can deprive it of the advantages of liberal freight rates. West of Memphis there are two trunk line roads to Texas, two to Oklahoma, one to Kansas City and three to St. Louis. East of Memphis there are competing roads to all of the great cities.

### **RAILROADS IN EVERY DIRECTION.**

East of the river from Memphis to New Orleans are two railroads. The Iron Mountain runs west



Police Station.



of the river from Memphis to New Orleans. There are six independent trunk line railroads running into Memphis from the east, north and south. There are four independent trunk line railroads entering Memphis from the west. Other railroads independent in operation also enter Memphis.

Memphis is on the nineteenth meridian, half way between New Orleans and Chicago.

The nearest city having a population of 50,000 people is 140 miles west of Memphis. Between this circle and 200 miles there is no city so great in population. The nearest city of over 100,000 population is 250 miles from Memphis.

With Memphis as the center of a 250-mile diameter circle there is only one city of 50,000 population in that circle.

Memphis is a natural center because of the geography, the topography of the country of that part of the south between St. Louis and New Orleans and between the Atlantic seaboard and the middle southwest.

While Memphis has a population of about 200,000 it has a commerce that a city of 350,000 people would be content with.

## **GREATEST FREIGHT TONNAGE IN THE SOUTH.**

There is more tonnage of freight in and out of and

through Memphis than through any other city in the south, and this tonnage is yearly increasing.

The area of the St. Francis Basin and the alluvial soil of the Yazoo Delta is equivalent to about half of the State of Illinois. All of this land is tillable. One can see how large Memphis can be as a metropolis when even this territory is developed.

Memphis is the center of the greatest cotton producing country in the world. It is the center of the largest lumber producing region in the world. It is in touch with the rice fields of Arkansas, and in the region there are now being successfully cultivated alfalfa, corn, wheat and tobacco.

During the past year bridge work, depot work, subway work done and provided for aggregate more than \$20,000,000.

## **THE FERTILE MEMPHIS TERRITORY.**

The Memphis territory to the north is exceedingly fertile. Wheat is grown in the Upper West Tennessee counties, and it has a quality that is pleasing to millers.

Toward the Tennessee River there are great fields of tobacco and peanuts. In the highlands of North Mississippi a new order of farming is fast finding favor, and the yearly production is yearly increasing.

Land in this territory is comparatively cheap now. Millions of acres can now be bought under \$50 an



Goodwyn Institute.



Custom House and Post Office.

acre. Some of it can be bought as low as \$10 an acre. This is not arid land. The soil is good. It simply needs cleaning up and cultivation.

The Memphis territory is clustered with growing towns. Population runs from 2,000 to 15,000. Helena, Ark., is one of the growing cities on the river south of Memphis.

Forrest City, Wynne, Blytheville, Osceola and Marianna are typical cities in the basin and on the edge of the basin.

Clarksdale, Greenwood, Greenville and Yazoo City are characteristic of the Yazoo Delta.

Grenada, Tupelo, Columbus, West Point, New Albany and Corinth are among the model towns of the high and the prairie country of North Mississippi.

In Tennessee, Jackson, 75 miles from Memphis, is the second largest city of the grand division.

In Dyersburg, Covington, Ripley, Union City, Brownsville, Humboldt, Paris and other towns of West Tennessee, one will find a growing and developing spirit, good schools, good streets and a splendid community life.

### **GREAT WEALTH PRODUCING POSSIBILITIES.**

The wealth producing possibilities of this area are enormous. There is no land boom in this terri-

tory. But there are not enough people to till all the land, to clear it up, and for that reason he who buys land now gets value received with a certainty of an improvement in value.

Memphis is a great city because it is in a great territory. Memphis is a great city for the manufacturer because there are two belt lines around the city.

The railroads, the belt lines, the track facilities and the river transportation lines make splendid facilities for the shipper.

### **WHAT MEMPHIS HAS.**

Memphis has more than 650 manufacturing industries.

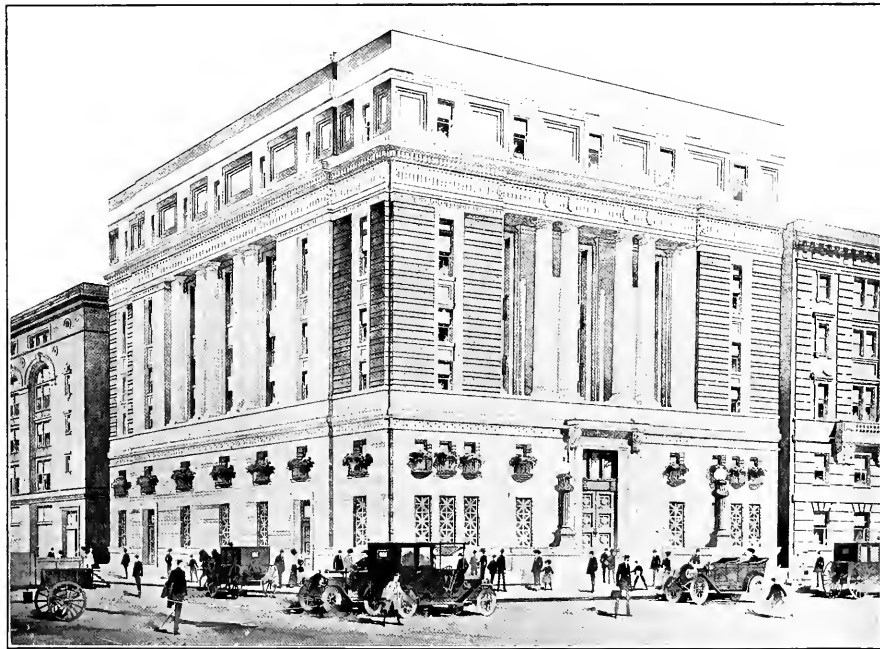
Memphis is the largest producer of cottonseed products in the world.

Memphis is the third largest grocery jobbing market in the United States.

The wholesale drug trade of Memphis, the furniture manufacturing business of Memphis, the tobacco business of Memphis are growing every year.

The Memphis banks are among the strongest in the south. They are carefully and capably managed. At certain seasons of the year the deposits run as high as \$45,000,000. In the Memphis territory the banks are in a flourishing condition.

There is a continuous improvement in the health



Masonic Temple.

of Memphis and in the middle south. The annual death rate in Memphis is yearly reduced.

Modern sanitary methods in the Memphis territory and pure water have made this as healthy as any other region in the United States.

The Memphis Board of Health is an effective, well-organized department of the city. Sanitation is the main thought in the minds of the architects and home builders.

The streets of Memphis are swept and the garbage is cleared away every day.

### **SUPERB WATER SYSTEM.**

The water of Memphis is taken from artesian wells 600 feet deep, and these wells contain no organic matter. The sheet of water that supplies Memphis lies under the entire Memphis territory, and throughout the territory this inland sea is being tapped in every small town and on many of the plantations.

Memphis is on a high bluff, and good drainage has brought about an almost total disappearance of malarial mosquitoes. This same mosquito is being driven out of the territory adjacent to Memphis.

Memphis has a splendid system of public schools and private schools. The largest public high school in the south is in the City of Memphis. The enrollment yearly is about 1,200, and in this school one

can learn anything from Greek to making a horse-shoe. The city also has a vocational high school. The primary schools are splendidly conducted.

Memphis is also the seat of the West Tennessee Normal School, which has an annual enrollment of almost 1,000 pupils.

### **EXCELLENT EDUCATIONAL ADVANTAGES.**

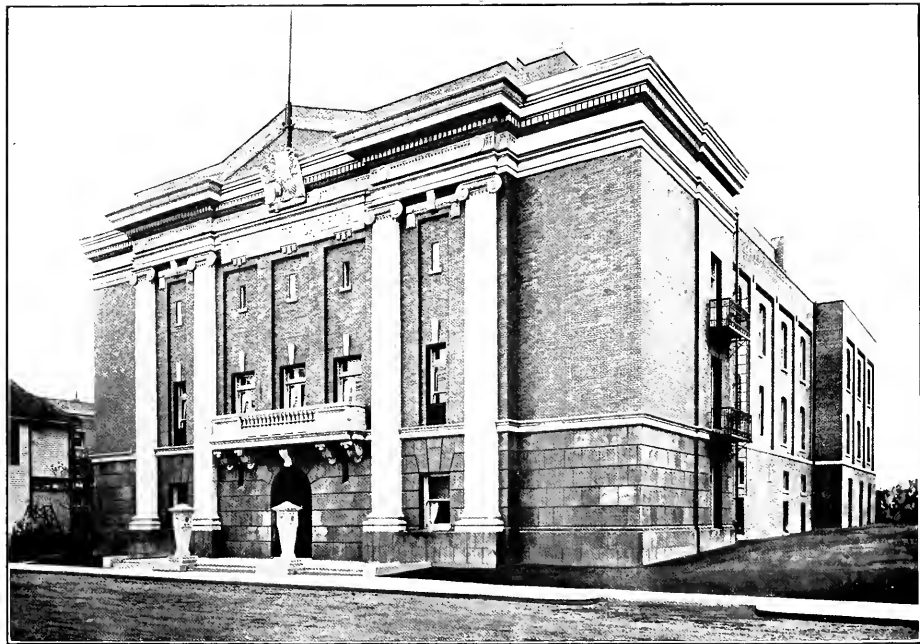
The medical, dental and pharmacy departments of the University of Tennessee are in Memphis. The teaching done in these schools is of high order. Material for medical study is large and the record of the men who leave these schools is a tribute to the general excellence of the work.

In Memphis there are many private schools and denominational institutions. There are also parochial schools and kindergartens.

Memphis has three well-conducted business colleges.

Memphis has two large free endowed libraries.

Memphis has a city and marine hospital, St. Joseph's, the Lucy Brinkley, the Presbyterian and the Tri-State Hospital. The Tri-State Hospital was financed principally by the members of the Baptist Church. The Methodists are preparing to erect a large hospital in Memphis. There are a number of privately conducted sanitariums and hospitals.



Scottish Rite Cathedral.

In Memphis the churches are well filled and are prosperous.

The local Y M. C. A. is one of the largest in the country.

The social clubs of Memphis have behind them an honorable history.

Memphis has a woman's club building and the first woman's club ever established in the south is in Memphis.

### **WHOLESALE, JOBBING AND RETAIL.**

Memphis has cheap rates of freight, in and out; easy deliveries from the river and rail, and is therefore ideally situated for wholesale business. Memphis has three wholesale drug stores; hat houses, boot and shoe houses, hardware, wholesale clothing houses, furniture and carpet houses. Memphis jobbers sell coffins, china and queensware, stationery, drugs, chemicals, guns, ammunition, musical instruments and supplies, plumbing supplies, refrigerators, rubber goods, safes, sash, doors, blinds, flooring, shingles, tents and awnings. Memphis has numerous mill supply houses, wholesale iron houses and a number of firms engaged in selling oil. Memphis is now the largest single snuff handling market in the country. The printing, drug and paint houses do an enormous business.

Memphis is rapidly becoming a supply depot for automobiles throughout the southwest. There are

8,000 cars in Memphis, which is more than half the total number of registered cars in Tennessee. Some of the large manufacturers have distributing depots in this city.

The theaters of Memphis draw the best attractions and, of course, the moving picture business in Memphis is large.

There have always been good hotels in Memphis, and the hotel capacity of the city is now unusually large.

Memphis and the Memphis territory are ideal for living in the winter because the cold is not severe and during the summer there is no excessive heat.

### **A WONDERFUL SYSTEM OF PARKS.**

Belting the City of Memphis on three sides is the most magnificent park system in the south.

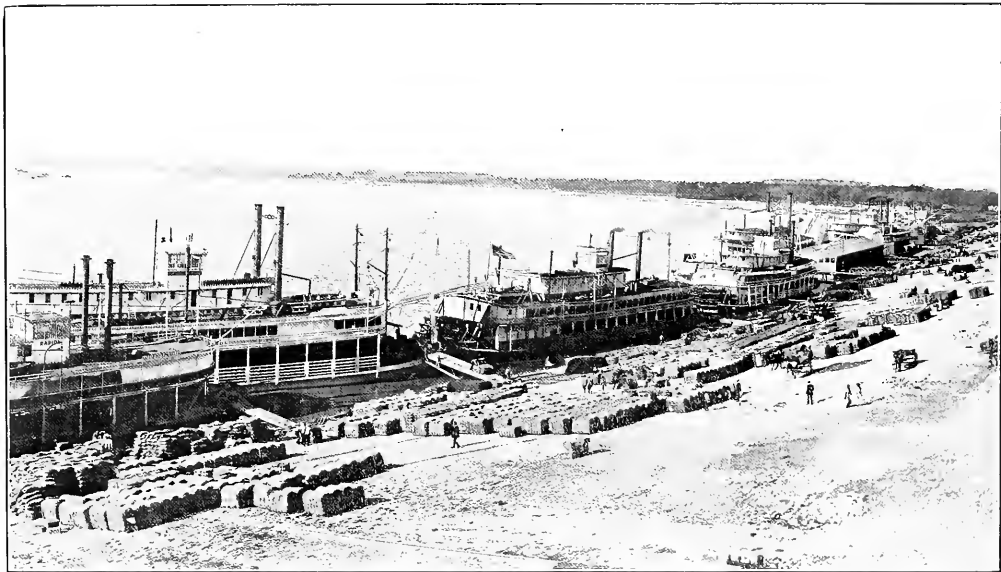
The Memphis zoological garden is as complete as that of Chicago, and the death rate is lower than that of any other similar place in the country.

The streets of Memphis are well paved. There are 700 miles of smooth pike in Shelby County. All the principal streets are asphalted.

The street car system of Memphis is elaborate and well managed.

The electric lighting and gas systems are modern and efficient.

The sewer system of Memphis is unique, being the Waring system and every part of the city is well sewered.



"Down on the Levee."



The police force is adequate and the fire department shows a yearly improvement in efficiency.

The Shelby County Courthouse and the Memphis City Hall are two of the most superbly appearing buildings in the United States.

The Memphis commission form of government has been tested and the citizens would not return to the old system.

During the year 1917 the Memphis territory will enjoy what promises to be a marvelous development.

There has been an extraordinary good cotton crop in this region and there will therefore be a surplus of money during the coming year.

### **THE MIDDLE SOUTH EXPANDING.**

All the cities in the Memphis territory will be improving. Thousands of acres of new land will be opened for tillage.

The City of Memphis itself this year will find all the subways under the railroads complete, a large new hotel in operation, a new skyscraper open for tenants, a second union station completed.

The building of residences will increase and new business houses are being constructed.

More manufacturing enterprises are coming and

before the close of the year a large system of stock yards will be inaugurated.

Memphis is the heart city of the heart region of the south.

Touched by the trunk lines of the greatest railway systems in America, with the Mississippi River under its bluff, with the country adjacent rapidly developing, the people of Memphis and this territory are full of courage and hope.

There is not a single unpleasing prospect in the certain future of this wonderful southern empire.

The growth of this territory is not confined to any one part of it. It is general.

Eastern Arkansas is rapidly opening. There is an expansion not only in the rice region of that State, but in the cotton region.

The delta of Mississippi, the prairie country of that State and the hill country are all responding to the energizing forces of progress.

In West Tennessee and West Kentucky and North Alabama the improved lands are being better cared for and the lands in the long-settled parts are being brought back to their pristine fertility.

In all of the towns in this territory paved streets, cement sidewalks and electric lights are part of the economy of town life. In this whole country school-houses are being enlarged, new ones being construct-



Park Scene—Lake.

ed and teaching is being standardized. The country churches and the city churches have in them the buoyant spirit of the developing region.

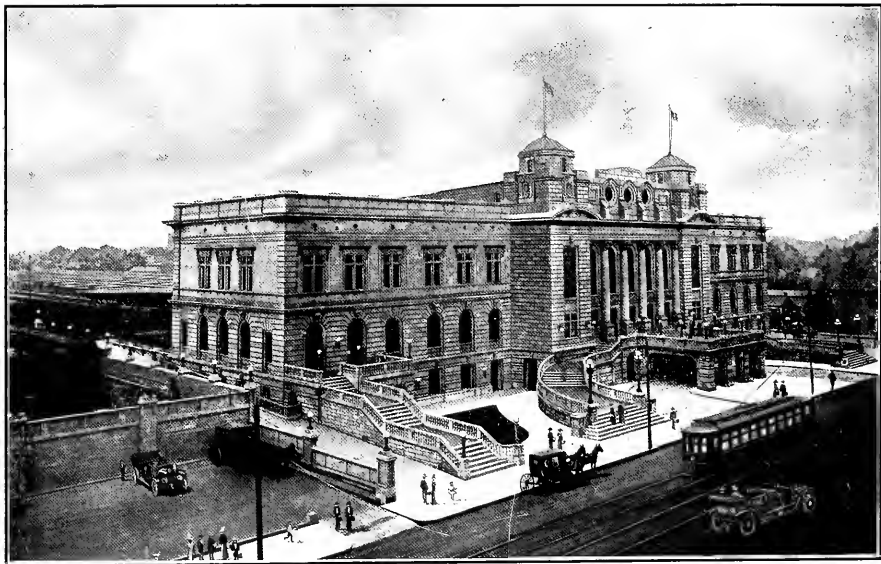
The people themselves do not groan under the burden of heavy mortgages. Some of them are in debt but behind these debts is land which is recently purchased. Some of the debt has been assumed for the purpose of clearing up new land.

It is a rare thing that a farmer is ever compelled to part with his holdings, for in this region there is a surer return for labor put in the soil and in busi-

ness than in any other part of the country. The reason is because of the great abundance of raw material to be used in manufacturing and the natural fertility of the soil itself.

Another proof of the soundness and the safety of investments in this region may be had from census reports, which show that within the period from 1900 to 1910 the average ratio of increase in population in the middle south was 30 per cent. Since the census of 1910 this ratio of growth, judging from business and from school attendance, is still maintained.





The Magnificent Union Station.

# How to See Memphis

By Edward McCarmack

TO THE visitor Memphis affords splendid opportunities for sight-seeing. The city is replete in commercial and historical interest.

Within the boundaries of the business district there are a score of points of interest.

Be it known that the center of Memphis is Main Street and Madison Avenues. This is the hub of the city.

Suppose that you stand at this corner for just a moment.

Main street stretches to the North and South. It is wide, excellently paved, well policed and is fairly seething with activity.

Just a block to the south, at the corner of Monroe, there is a three-story building. This building would hardly attract your attention. There is apparently nothing unusual about it except that only recently it broke all records for Southern realty prices. The new owner paid \$6,400 per front foot for it.

Within a few feet of this structure is the Business Men's Club—a pretty six-story edifice of red brick, fireproof, and said to be one of the most elaborate and complete clubhouses in the country.

Visit the club. You are welcome. See for your-

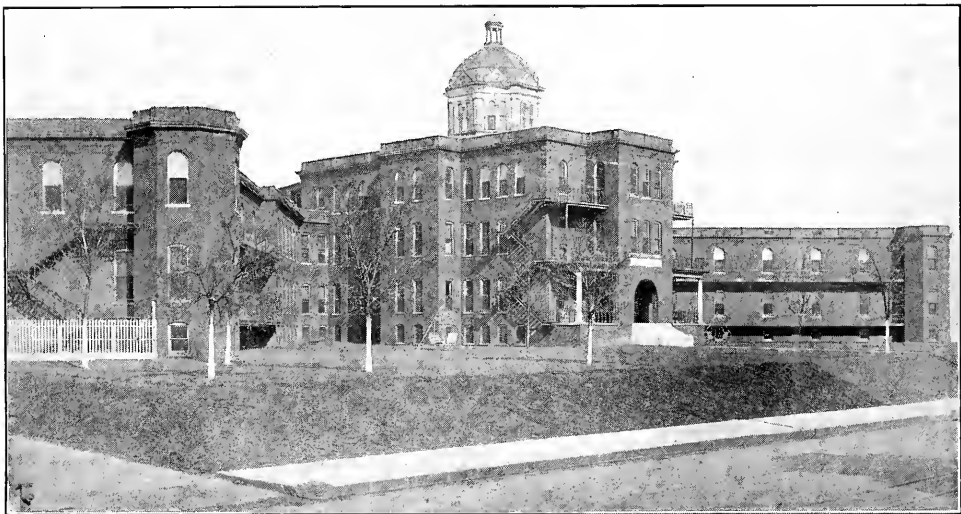
self how this organization works. You can very profitably spend a half hour or so in the building.

To the north of Main and Madison is Court Square, the St. Marks of Memphis. Here great flocks of pigeons make their homes and timid squirrels have been so petted and pampered that they have become quite bold and will not hesitate to pick one's pocket for any little delicacy you may have concealed.

One block west from Court Square is Confederate Park, with its battery of old guns as grim reminders of the great inland naval battle that was waged off this point half a century ago. Several of these cannon are said to have been among the largest used by the Confederate army. The spot is now a beautiful park—one of the smaller ones of the Memphis system.

The view from this point is unexcelled. North is the great bend famous in Indian legends as one of the most magnificent on the river.

To the south stretches the skeleton-like forms of the great Memphis bridges. Time was when one bridge was considered more than sufficient to handle all of the traffic between the two coasts, but Memphis and the Inland Empire, of which she is



General Hospital.

the capital city, have grown so fast that another bridge was constructed—a five million dollar project that far overshadows any span along the entire length of the great Father of Waters. This bridge combines an interurban trolley service, double railroad tracks, pedestrians' walks, and a free wagon way.

One end of this great span rests upon the spot where De Soto stood when he led his band of discoverers to the banks of the mighty Father of Waters. And so this monument to J. T. Harahan, the man who headed the first company to finance it, is also a modern memorial to De Soto.

Now walk back to Main Street. From the Square you can go three blocks north to Adams and then one east to Second Street.

Here you are given an insight into a real civic center. The first building, the two-story white stone structure, is the new fire headquarters with its motor apparatus and the latest and best of everything for fighting what a big city fears most—fire.

Adjoining is a building that looks like a library or bank, so imposing does it stand. This is the finest police headquarters in the world—a model in perfection of arrangement, sanitation, usefulness, strength and beauty.

Across the street, covering an entire city block,

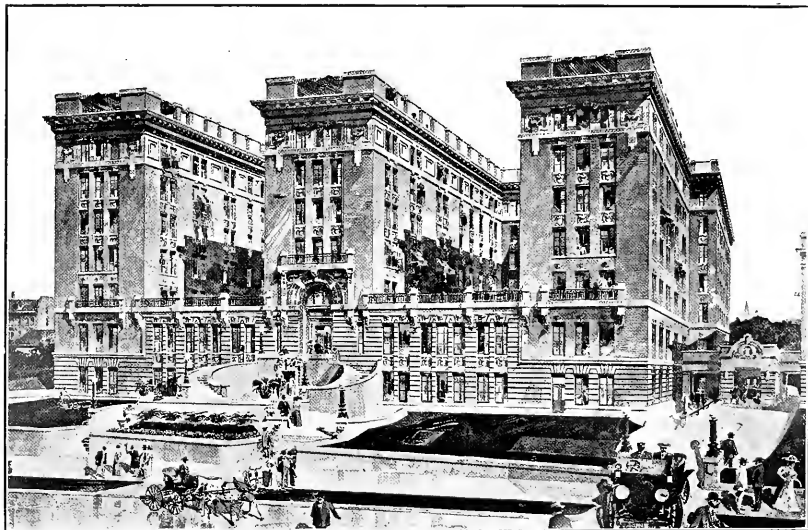
is the famous Shelby County Courthouse, an architectural masterpiece that has won the plaudits of the lovers of the artistic the world over. Probably nowhere else is there a Temple of Justice that in its very construction looks so impressive and dignified as this great example of old Roman architecture. Its marble pillars, great statutes and long corridors all combine in delighting the eye.

The church down the avenue is St. Peter's. In reality this building is a cathedral, massive and inspiring—one of the oldest of the Memphis churches, beautiful of interior, with its golden-embazoned figures and scenes—revered by Catholics and Protestants alike as hallowed ground upon which many stirring events of the city's life have transpired.

If you wish you may take a Suburban South Memphis car and go out to the big cotton warehouse—the greatest and most complete on the face of the globe.

At the entrance of the warehouses you are stopped by a guard, who asks that you leave all matches, cigars and cigarettes with him. This gigantic plant has by its careful methods cut the fire hazard down to such a minimum that it is accorded the lowest insurance rate in the world on a warehouse.

The warehouse looks like some great fort with its



Baptist Memorial Hospital.



row after row of white concrete walls. A guide takes you through this plant. He shows you the compartments in which the cotton is stored, each one of them holding enough of the fleecy staple to pay the ransom of a king.

Before you leave look off to the south and you will see a rice mill in full operation—a mill whose only trouble is in working long enough to fill a demand that is always crying for more. Rice is a new industry around Memphis, but despite its youth it is a giant in size. Some of these days it will rank with cotton, it is said.

You may now get a car and go back towards town. But not all of the way in. At Calhoun avenue and Main street transfer to another Suburban car, this time a Florida street division, and get off for the stock yards. Memphis is one of the greatest horse and mule markets in the world. Thousands of Southern horses and mules have been sent from these yards to the European armies.

On the way back to town you will pass through a magnificent industrial center. Manufactories, distributing depots, and numerous small factories are on every side. Then, too, there is the new gas plant, with its great vats that contain enough gas fuel to last the city a week.

Ask for a transfer to a Poplar avenue car and run out to Overton park. Beautiful residences

line the way, stately old Southern homes with acres of ground upon them. Poplar Boulevard, wide, and well kept, is a fair example of Memphis streets.

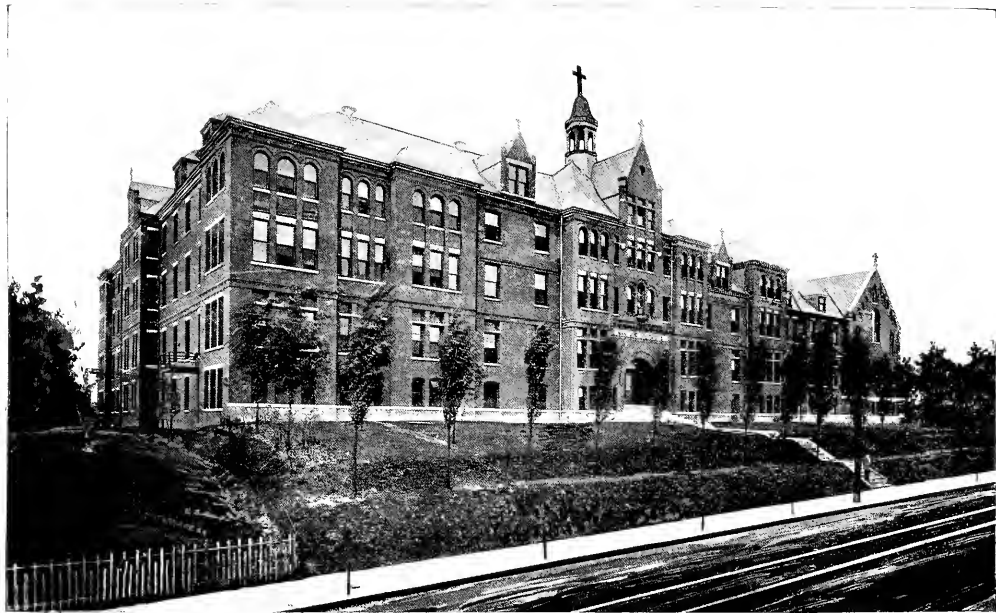
It is a thirty-minute jaunt to Overton. Imagine your surprise when you run from a residence section straight out into the virgin woods. Tall oaks line the way, cypress, elm, weeping willow, hickories, in fact, every kind of tree is found in this great tract.

Nestled down in a pretty stretch of woodland, the pretentious buildings of the Zoological Gardens greet one as a new surprise. No mystery now as to why Memphis is called the City Wonderful, is there? This is the largest FREE zoo in the world.

Here you may see every kind of animal from the stately lion down to the insignificant and yet highly amusing baby monk. Birds of all climes and plumage preen themselves in the sun and splash about in the ponds. An elephant from India trumpets a thunderous answer to the screeching challenge of the owl.

To the north of the zoo you are given a glimpse of the great parkway, said by landscape gardeners to be one of the most artistic in the country. It encircles the city like a great belt, and it is over fifteen miles in length.

Over to the east of Overton is Binghamton, the industrial suburb of Memphis. The American Car



St. Josephs Hospital.

& Foundry and other big plants furnish employment to a host of skilled workmen in Binghamton.

Suppose you walk south. That will give you an opportunity to see the playgrounds, the wading pool, the lily lake, the golf links, the dancing pavilion, the pergola and the memorial. Your attention is especially called to the golf links. This is one of the finest courses in the South, and it is as free as the air that you breathe. Over on the knoll near the bandstand is the new Brooks Museum, a museum in which hang fine paintings, and statuary is being preserved in order that our children's children may see the works of art that we admired.

You are at the Poplar avenue entrance in less time than it takes to tell. If you wish we can walk along one of the driveways through the woods that are pretty in winter, cool in summer and wondrously beautiful when autumn limns them into the multitude of colors that only nature can blend. In ten minutes or so you will strike the parkway again.

Three blocks to the south is the great Tri-State Fair Grounds. Suppose you spend a few minutes there. It is getting along towards late afternoon, but nevertheless you can't see Memphis without visiting the fair grounds. This is the famous old Montgomery track, where many a famous runner has caused the grandstand to shake and creak under the thunderous applause as he shattered a new

speed record. Now the day of the thoroughbred, except for the classy pacers, is past and Memphis has the Tri-State Fair instead. The city bought this park from its owners and turned it over for a municipal playground and fair site. Memphis is one of the few cities in the country owning her own fair grounds. The buildings, now of frame, will soon be replaced by the more substantial stone structures.

The clubhouse has been converted into the now world-famous Bachelors' Baby Hospital—an organization that is as helpful as it is unique.

You can get an East End inbound car here. It is a half-hour ride back into town.

En route to town you will pass East End Park, which is the White City of Memphis; the Baptist Memorial Hospital, said to be one of the finest in the country; the General Hospital, where Memphis takes care of the ill, rich man and the pauper, with equal care; the University of Tennessee Medical Department, and Forrest Park. In this park, which is one of the prettiest of the small recreation grounds, is a magnificent equestrian statute of the peerless Southern leader. The figure of man and mount is superb; in fact, both seem to be living and breathing instead of inanimate bronze.

Now for the last leg of the journey. Suppose you take a North Second Street car. That will bring



Cossitt Library.

you into the very center of the lumber district. And lumber, be it known, is second only to cotton in the making of Memphis. This is admittedly the greatest hardwood lumber market in the world.

On the way out you will pass the main pumping station of the Memphis Artesian Water Company. Here pure artesian water at the rate of about 14,300,000 gallons per day is pumped into the mains and sent to every part of the city. This water comes from hundreds of feet below the surface and does not see even a ray of sunshine until it is put into the glass from which you drink.

At the end of the car line you can go through any one of the great lumber plants and see the mill cut a log into a piece of furniture or grind it into a pulp for use in manufacturing fibre materials. Memphis lumber goes to all parts of the world.

Tired? Just a little. Who wouldn't be? You have covered probably fifty miles or so on your jaunt and now on your way back to town you can well realize that seeing Memphis in a day is a question of moving every minute.

It is evening. The streets that you left busy and crowded in the full flush of a day are now transformed in magic brilliance. The "White Ways" stretch out like great arms into the night, and high above you many colored lights, thousands

upon thousands of them, burn into the blackness—the flaring story of a great city's commercial energy and wealth.

Pick your hotel. Memphis has them in all sizes. If you wish the Bohemian, it will take only a moment to find it; if you seek the quiet of a family establishment, there are many at hand; but if you want the music, the laughter, the song, the dance—Memphis has that, too, and the Tango tea and the cabaret.

And so you suit your taste, and then probably if you wish you may see a show. There is vaudeville and the best of it, drama or comedy—the latest plays as straight from Broadway as wise booking agents can bring them.

You have seen enough of Memphis to convince you that Memphis is indeed a city for you to be proud of. "Queen City of the Valley" they have called it, and in the calling they were right, for none other disputes her title. "The City Magnificent" a great man named it, and in doing so he displayed the good judgment of his greatness. "The City Historical" a poet characterized it, and when he did so he remembered De Soto, Forrest, and the others of lesser fame. "The City Wonderful!" Ah, that is it—strong, hospitable, truly great—such is Memphis.



The Orpheum Theater, a leading amusement resort, popular with all theater-goers, and fills an important part in supplying high-class vaudeville entertainment and is linked with one of the largest circuits of theaters throughout the United States and Continental Europe.

The seating capacity of this theater is 2,200. In point of comfort and resourcefulness it is the equal of any theater in the South.





Lyric Theater, Madison Ave.

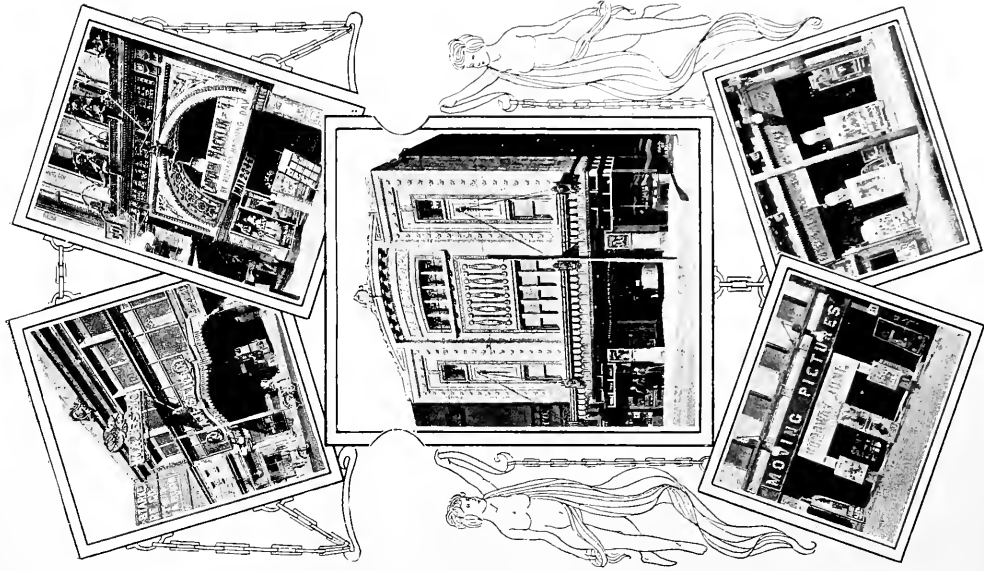


The Lyceum Theater has always occupied a popular place in the public esteem.

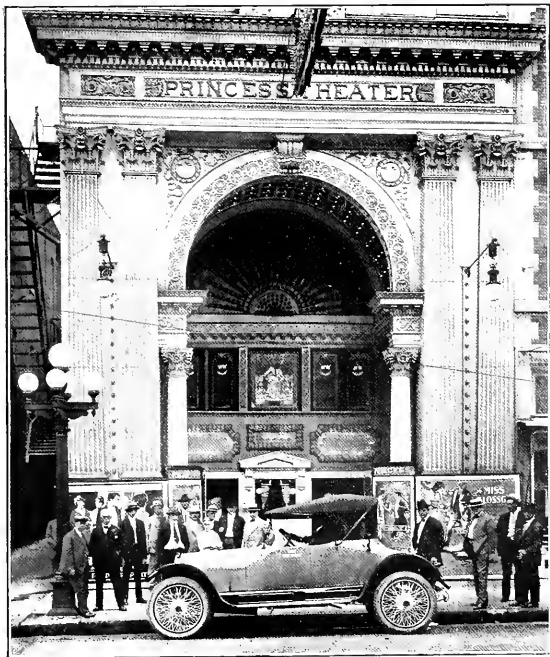
This theater is most beautifully arranged and in design and construction is ideal in theatre planning. The Lyceum Theater stands paramount in furnishing amusements for all the people who seek the theater as a means of entertainment. The seating capacity is 1,500, including a mezzanine floor which is popular with patrons of this theater.



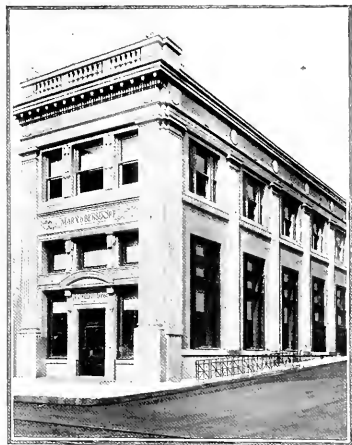




Majestic Amusement Co.'s "Playhouses of Quality."



Princess Theater



Marx & Bendorf Building

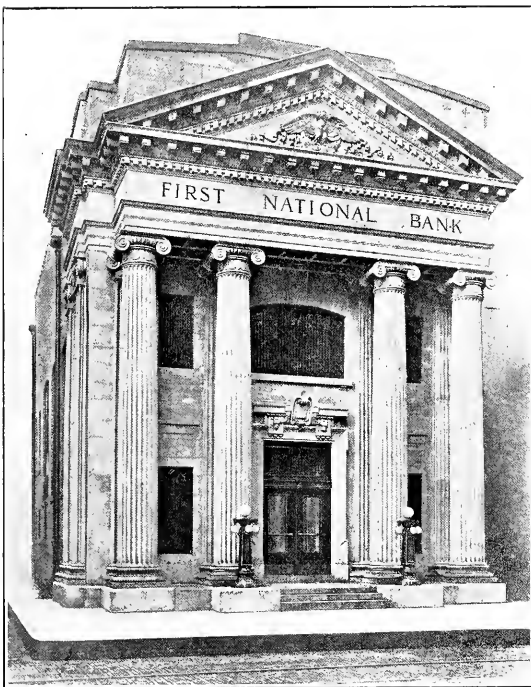
INTERIOR  
VIEW



THE MERCANTILE  
NATIONAL BANK  
109 MADISON AVE.



The Mercantile National Bank.



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As far as memory serves the average local business man the First National Bank has occupied a leading place in financial affairs of the Bluff City, and through its liberal policies many prominent industries in this territory have thrived and become permanent institutions and have served in the development and upbuilding of the growing business world of Memphis.

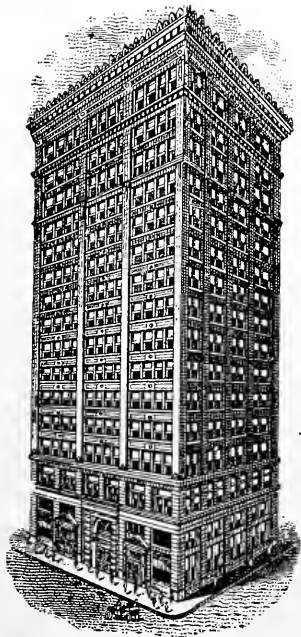
The magnificent building which houses the First National Bank and is also the home of the Union Savings Bank & Trust Company, of which the former is a parent organization, is of the most durable structures being utilized for strictly banking house purposes in this locality.

The First National Bank is capitalized for \$300,000.00 and at the close of the past year its resources were nearly Eight Million Dollars.

This bank has the distinction of being the oldest bank in the city of Memphis, holds the National Bank Charter Number 336 and is a depository of the United States.

For progressiveness, resources and banking facilities this institution of finance ranks among the foremost banks of the southland.

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Union and Planters' Bank and Trust Co.



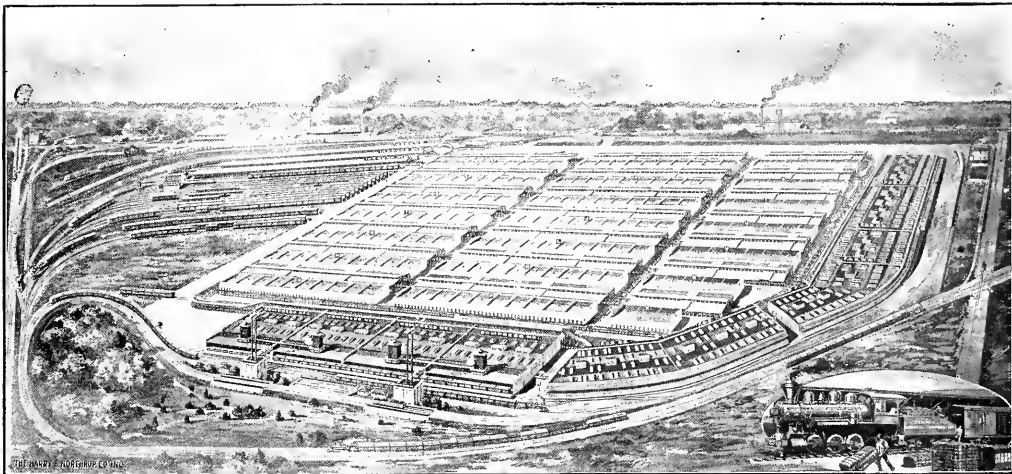
Standing out prominently among the skyscrapers of Memphis is the home of the Union & Planters' Bank & Trust Company, which occupies the entire lower floors, basement and mezzanine.

This bank, organized in 1869, for nearly fifty years has retained the confidence of the business world by reason of its courteous and progressive service, and its strength, evidenced by its steadily increasing resources.

A capital of \$1,400,000, and assets of fourteen million dollars insure unexcelled facilities covering every banking service, including safe deposit vaults, trust and real estate title insurance.

Liberal terms consistent with sound banking methods to banks and bankers, manufacturers, firms, corporations and individuals of the city of Memphis and surrounding territory.





#### MEMPHIS TERMINAL CORPORATION

Records of last year show that this plant handled inbound 500,996 bales of cotton and handled outbound 492,368 bales of cotton, approximately 1,000,000 bales handled. For fire fighting this plant is equipped with the largest sprinkler system in the world. Has in addition 26 miles of underground piping, 113 double hydrants, three miles of underwriter's hose, a modern pumping station with reservoir capacity of 270,000 gallons is also connected with a 12-inch main of city waterworks, and in addition there is a gravity tank elevated 50 feet, with an auxiliary supply of 50,000 gallons.

# Memorandum of Facts--Memphis Terminal Corporation

The plant of the Memphis Terminal Corporation covers an area of one hundred and seventy acres of ground.

One hundred and seventy acres by comparison represents 82.27 **ordinary City Blocks** of an area of 300 feet square.

Taking the central point of their warehouse system as a basis of figures, we have the following:

One mule conveys by the over-head mono-rail system, that is built with a gravity or incline of 45-100 of 1 per cent 4,000 bales daily, a distance of  $\frac{1}{2}$  mile. This represents the feed of one mule and the payment of one man's wages for conveying 4,000 bales an average distance of  $\frac{1}{2}$  mile daily in 10 hours, as compared with conveying these 4,000 bales as was formerly done by means of drays or trucks a distance of a half mile. Each 4 bales required one mule and one driver, or in other words, if one man and one mule conveys 4,000 bales a half mile in 10 hours, it formerly required under the most favorable conditions at Memphis, Tenn., 100 men, 100 mules and 100 drays to convey 4,000 bales to a cotton warehouse located half a mile from the point of origin of this cotton, in 10 hours.

There are approximately 10 miles of standard railway composing the railroad terminal.

From the 1st of October, 1913, to and including the 18th of December, 1913, there were handled inbound

in these two months and nineteen days, which includes the receiving of cars, all the necessary yard switching and the placing of these cars at the Inbound Department, the unloading of cotton from these cars and delivering the cotton to the various warehouses at an average distance of  $\frac{1}{2}$  mile:

10,433 cars containing 358,857 bales of cotton.

During the same period and in addition to the above figures, the Memphis Terminal Corporation loaded out to various railroads 3,650 cars containing 182,527 bales of cotton. Now, these figures assembled, which represent the work of this railroad terminal, produces the following—in two months and nineteen days the Memphis Terminal Corporation railroad terminal handled Inbound and Outbound, 14,083 cars, containing 541,384 bales of cotton.

There are grown annually, more than 2,000,000 bales of cotton within 150 miles of Memphis, Tenn. Eastern Arkansas contributes 565,000 bales.

Western Tennessee contributes 782,000 bales.

Northwestern Mississippi contributes 800,000 bales. There are grown and marketed within 125 miles of Memphis, Tenn., 2,023,000 bales annually.

Acreage available for cotton planting in the Memphis zone is increasing each year, due to the fact that the bottom lands that produce staple cotton are being rapidly cleared of timber, and reclaimed by modern drainage systems.



MEMPHIS, TENNESSEE

A city is known by the strength of its business interests. The success or the failure of these financial efforts mark its own success or failure.

One of the most striking indications of the wonderful opportunity afforded by Memphis is the great success of the Campbell Glass and Paint Company.

This business was established in Memphis on January 1 of the past year. In that remarkably short time it has proven not only its own strength, but also the splendid opportunity offered by Memphis as an industrial center.

When the Company first opened its Memphis branch it was located on South Main street. The storerooms and warehouses were at that time considered ample to handle a big paint and glass business.

**Within a year it has been necessary for the Campbell people to move out of their old location and double their floor space and efficiency.**

The new headquarters of the Memphis branch is at 117 Monroe avenue. Spick and span in paint and varnish of **Campbell Quality**, this up-to-the minute salesroom is a sterling tribute to the efficiency of the Campbell company.

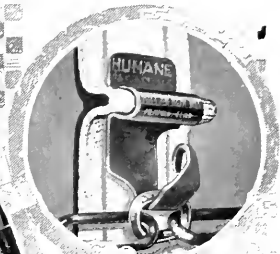
O. G. Allen, manager of the Memphis house, has built up a business organization that has taken its place among the front ranks of Memphis industries. Alert to the meaning of the word **SERVICE**, the Campbell headquarters, even in the spotless cleanliness of its woodwork and the reflection of its plate glass, bespeaks the highest order of real business success.

Memphians, as well as the many visitors from the territory, share with the Campbell staff of employees from manager to porter, their pride in success.





OUR FIRST  
LOCATION  
ESTABLISHED 1906



HUMANE BACK  
BAND BUCKLE  
OUR POPULAR PRODUCT

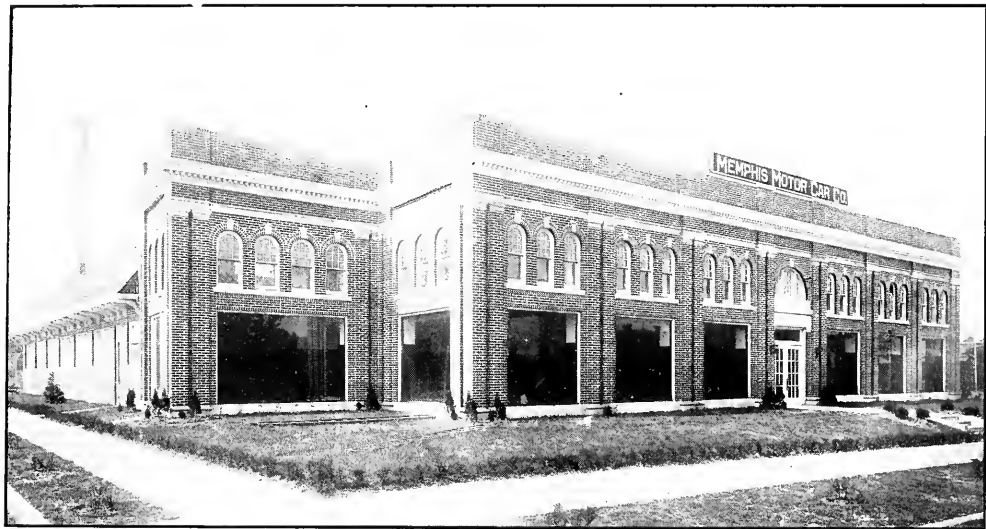
**VULCAN IRON WORKS**  
ENGINEERS-MACHINISTS-BLACKSMITHS

INTERIOR OF  
MACHINE  
SHOP



OFFICE AND  
PLANT  
2ND & BUTLER STS.

HARRY E. NORTHRUP CO.  
MEMPHIS



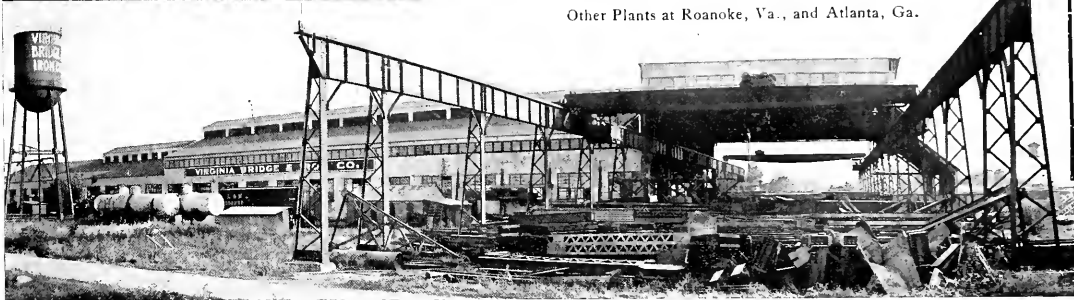
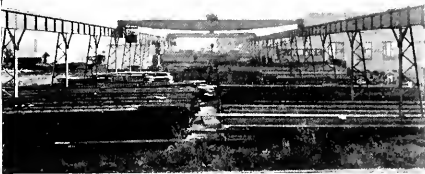
Memphis Motor Car Co.

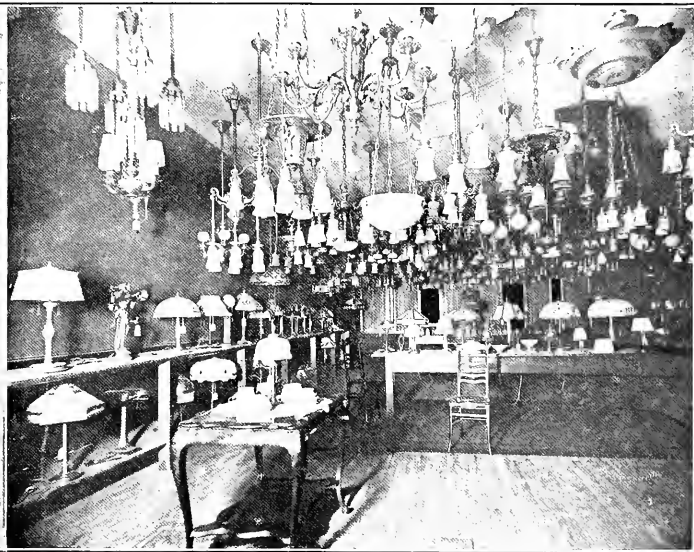
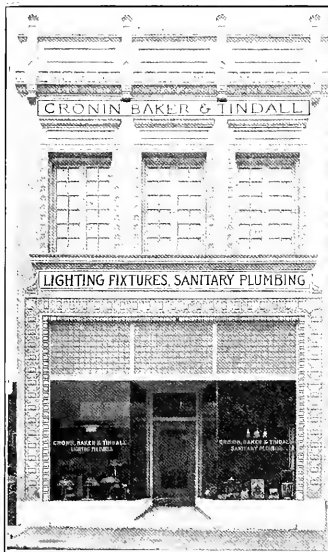
## VIRGINIA BRIDGE & IRON COMPANY

North End of Works and Shipping Yard  
Stock Yard Shown in Upper Left Corner

Virginia Bridge is the South's Largest Builder  
of Steel Bridges and Buildings

Other Plants at Roanoke, Va., and Atlanta, Ga.





Cronin, Baker & Tindall

# Shining Lights

Cronin, Baker & Tindall, Inc., are successors to the oldest plumbing and electrical contracting establishment in the city of Memphis, of which they were a part before a change in the firm name was made five years ago.

Formerly they were located at 70 South Second street, corner of Union Avenue, where for many years the firm which they succeeded operated. The new firm is ensconced in a home at 339 Madison Avenue that is one of the most complete in the South.

The show rooms reflect the latest patterns in all that pertains to plumbing, bath room fixtures and electrical furnishings. In fact, there is not a new thing on the market in that line that is not to be found there. The display of the wares and furnishings handled by the firm is proof of the fact that only the latest and most modern of equipment is handled.

Messrs. Cronin, Baker and Tindall pioneered the idea of the employees being taken into the company as stockholders, being the only master plumbers where the workmen have a working interest in the business that extends beyond the salary zone. This business policy has made their workmen more proficient than the average "hired" force and has

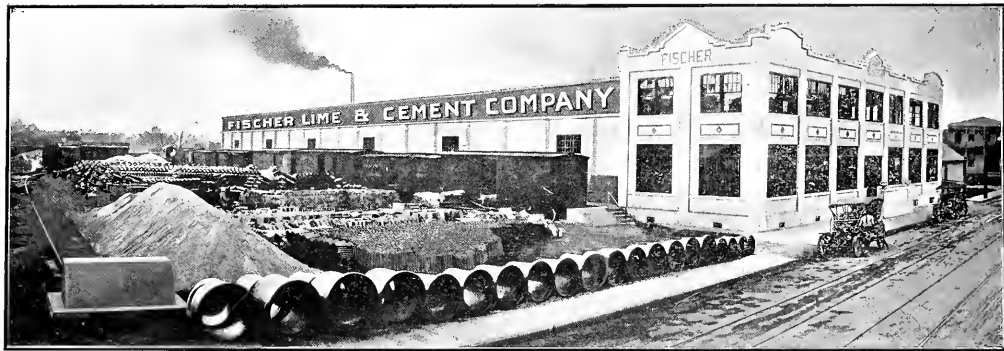
given a tone to their operations which places them in the front rank of artistic plumbers and electricians.

This firm has furnished fixtures for scores of fine residences in Memphis and the surrounding territory, and fixtures also for such buildings as the Gayoso, Chisca and Peabody Hotels, the Cotton Exchange building, Goodwyn Institute, Tennessee Trust building, Bank of Commerce, Business Men's Club, Elks' Club, Cumberland Telephone building, and many others.

The officers of the firm are W. W. Cronin, president, with thirty-seven years' experience in the practical end of the business; W. W. Tindall, vice-president, with sixteen years in the office, and T. W. Baker, secretary and treasurer of the company for fourteen years.

The workmen, with the exception of two, learned their trades with the firm, which is a further guarantee that their men are sober and painstaking.

The company holds membership in the Builders' Exchange, Business Men's Club and Master Plumbers' Association and are licensed master plumbers and electricians.



Fischer Lime & Cement Company.

# Everything for Building

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Is there a building, big or small, a bridge, a roof or a cellar to be built in Memphis or near Memphis or within a thousand miles of Memphis, you will find the Fischer Lime and Cement Company at the letting.

There's a reason. That reason is that the Fischer Lime and Cement Company has everything in building material that is to be had. Of course, the company does not supply hammers and saws or structural iron or door knobs and keyholes. But it furnishes the material for the cellar, the walls and the roof, and for perfecting interior appointments.

To enumerate the number of buildings in Memphis and the company's legitimate territory where the Fischer company has supplied material would require too much space for anything short of a booklet.

The cut on the opposite page is that of one of the most modern and best equipped builders' supply warehouses in the United States. This big building is located at Walnut Street and Linden Avenue.

One is almost amazed at the dimensions of the

plant and the scope of its activities in supplying building material of nearly every description.

It is a revelation that so many things that the layman would not think of as entering into the make-up of his building are to be found under this roof. For instance, of their output, they handle cement, plaster, water proofing, cement paints, sewer pipe, fire brick, metal and wood lath, mortar colors and crushed stone.

They are the largest jobbers in the South and have a branch at Little Rock, Ark., where a large warehouse, well stocked, is maintained.

They are distributors for the Philip Carey Company and have at both Memphis and Little Rock well equipped organizations for the application of roofing and pipe covering made by this concern.

Of the Philip Carey Company's output the leading products handled by the Fischer company are Carey Flexible cement roofing, roofing paints, tarred roofing felts, deadening felts, pipe and boiler coverings, asbestos paper and board, automobile brake band lining, and other articles.



With a name suggestive of the founding of Memphis, the Chickasaw Machine and Foundry Company, leading manufacturers of cotton seed oil mill and saw mill machinery, also operate fully equipped a grey iron foundry and specialize in municipal and architectural grey iron eastings. Mr. T. L. La-Malta, its president, and Mr. M. Dwyer, superintendent, are in direct charge of the operation of the plant; both are practical machinists and foundrymen.



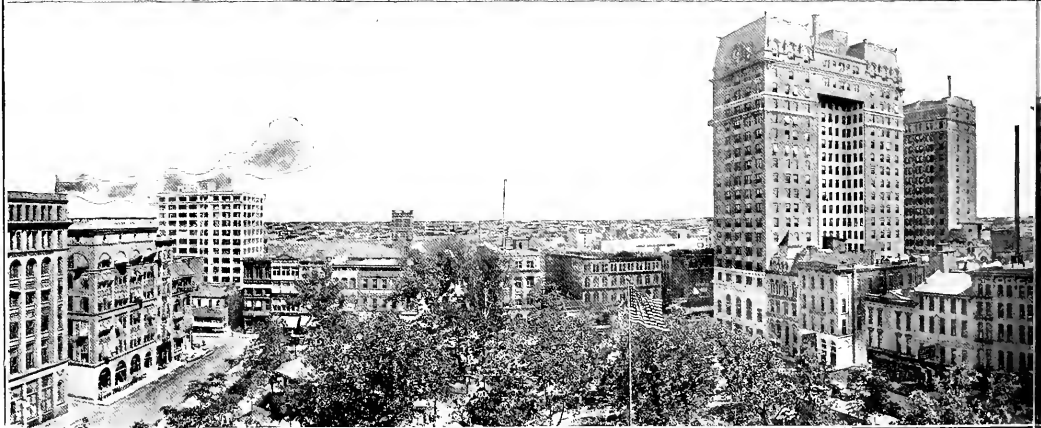
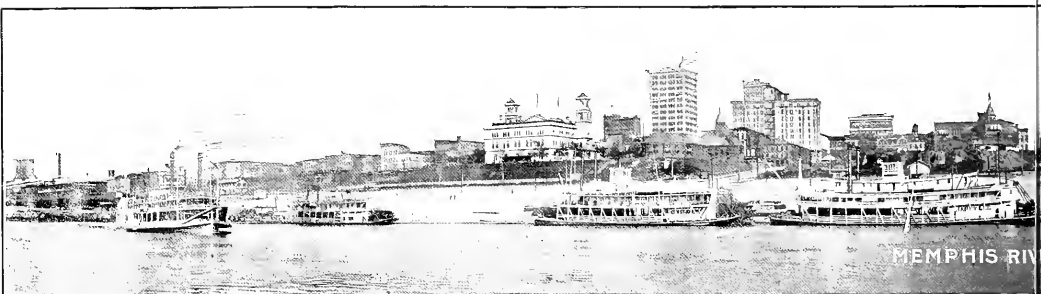
Chickasaw Foundry and Machine Works.



The South Memphis Land Company, with its suite of offices at 73 Madison Avenue, has filled an important work in the development of the local industrial section known as New South Memphis. This company has remarkable resources and has available large and small areas of land with facilities equally as desirable as those enjoyed by the industries below, representing some of the largest factors of industrial advancement in Memphis during the past few years.

These industrial institutions have located their plants on sites of this company, recognizing the excellent facilities offered:

Memphis Cotton Hull & Fibre Co.....	( 7 acres)	Kelly Handle Co.....	( 20 acres)
C. F. Massey Co.....	( 3 acres)	Valley Cotton Oil Co.....	( 3 acres)
Brahan Cotton Pickery.....		Memphis Band Mill Co.....	
Memphis Rice Mill.....	(4 acres)	May Bros.....	( 18 acres)
Memphis Terminal Corporation.....	(170 acres)	J. V. Stimson Hardwood Co.....	( 3 acres)
American Bag Co. ....	( 5 acres)	Paine Lumber Co.....	( 5 acres)
American Finishing Co.....		Larkin & Co. of America.....	( 14 acres)
South Memphis Brick Co.....	( 10 acres)	McCollum Bros.....	( 5 acres)
Luther McCallum & Co. Cotton Pickery.		Lyons & Son Brick Co.....	( 3 acres)
Conley Frog & Switch Co.....		McLean Hardwood Lumber Co.....	( 12 acres)
International Sugar Feed Co.....	( 7 acres)	Union Sand & Material Co.....	
Columbia Package Co.....	( 3 acres)	Gayoso Lumber Co.....	( 14 acres)
Gillette Bros.....	(3 acres)	Moffett, Bowman & Rush.....	( 5 acres)
Dugger & Goshorn.....		Goodlander-Robertson Lbr. Co.....	( 6 acres)
Hudson & Dugger.....	( 8 acres)	Dudley Lumber Co.....	( 3 acres)
Florence Table & Lumber Co.....	( 15 acres)	John M. Woods & Co.....	( 4 acres)
Gibson & Whitaker.....	( 5 acres)	F. T. Dooley Lbr. Co.....	
Rex Handle Co.....	( 5 acres)	Riel-Kadel Lbr. Co.....	( 3 acres)
J. W. Clark & Son.....		Walsh Lumber Co.....	
R. H. & G. A. McWilliams.....	( 3 acres)		





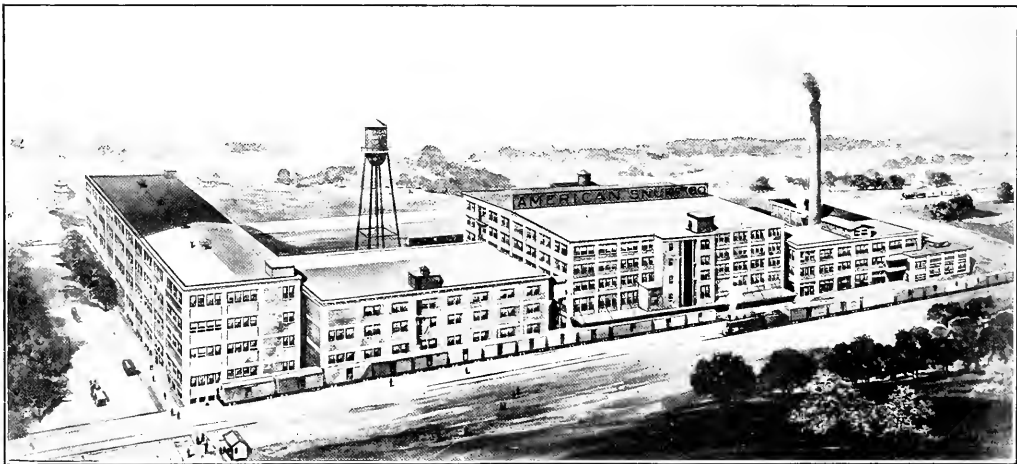
FRONT

COPYRIGHT 1907  
BY COOVERT



BIRDS - EYE VIEW OF  
MEMPHIS.

COPYRIGHT 1911  
BY COOVERT.



American Snuff Co.

# A Gigantic Enterprise

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The American Snuff Company's buildings in Memphis are marvels of architectural beauty in construction and appearance. Six splendid buildings cover its acreage in North Memphis, each building representing a different department, separate and distinct from all others.

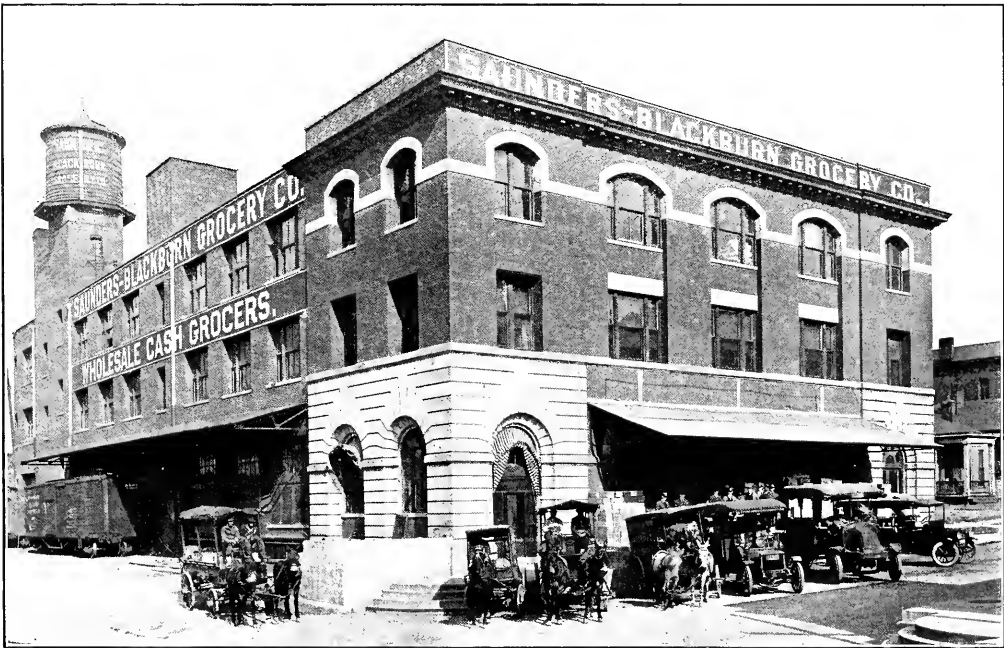
No city in the country is better equipped from every point of view to be a manufacturing and distributing center than Memphis. Such factories as the American Snuff Company, with modern methods displacing the old picturesque and wholly insanitary ones, are not only splendid acquisitions from a commercial and financial point of view, but are object lessons in the modern methods of protection to the life and health of working people. The plant of the American Snuff Company in Memphis is the largest and best equipped snuff factory in the world. Trains bearing its freight are moved into and out from the very doors of the plant. Visitors marvel at the extraordinary cleanliness and sanitation of the entire factory.

Every conceivable safety device is employed for the protection of the employes.

The employees of the American Snuff Company, of whom there are between 350 and 400, receive unusually good wages. They all live in Memphis, and pay into home firms their wages received, thus benefiting every line of industry in Memphis.

The 175 women and girls and the 200 men employed are all healthy, happy specimens, at work in hygienic, congenial surroundings. All work in uniforms furnished by the company, which uniforms are not worn outside the factory. No one under 18 years of age is employed. The employes have a well-equipped dining room, where they eat their lunches, and the company furnishes, free of cost, coffee, cream and sugar.

The American Snuff Company is one of those corporations that realize the wisdom of dealing fairly and generously with employees, as well as with customers, and deserves the great success it has achieved. After all is said of corporations, the fact remains that they, like all other business firms, are just as good and useful in a community as the men who shape their policies.



Saunders-Blackburn Grocery Co.

# Piston Rings

Memphis capital and valuable patents have produced the Hi-Comp Piston Ring, "the ring that makes the motor sing," now distributed by jobbers of accessories and sold by dealers from New England to California and New Orleans to Detroit.

The little piston ring is a mighty important factor in the automobile engine. The piston ring is the court of last resort in compression. Compression drives the pistons. Obviously a metal ring that will stretch enough to be forced over the piston and into its grooves must be elastic. The old way provided this ring with a gap in it. The gap allowed part of the explosion—compression—to escape, which resulted in all sorts of horrible consequences at once profitable to the gasoline and oil man and repair man, and unprofitable to the motorist.

High compression is attained by the Hi-Comp Ring. Instead of one ring it is composed of two rings, each an eccentric, assembled into one perfect concentric. It is made of pure grey iron, perfectly machined to the thousandth part of an inch.

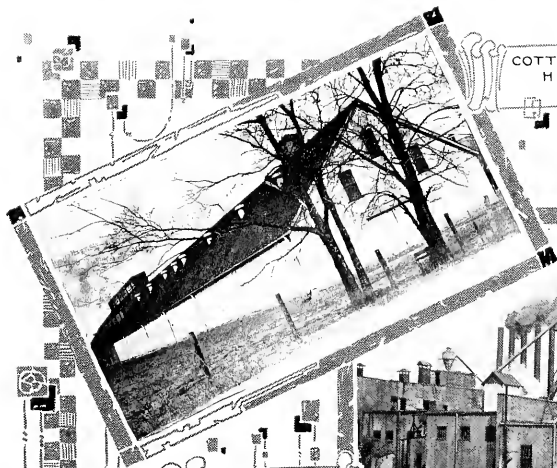
Replacing the old style ring, it induces in the motor all the beautiful qualities so glowingly painted by the astute dealer who sold the car. Hi-Comps are aptly said to be sound in theory, scientific in principle and perfect in practice.

They are manufactured only by Continental Piston Ring Company, which has again proven the honored adage that the world will wear a path to your door if you make the mouse trap good enough.

Continental Piston Company has a modern plant, equipped with highly specialized automatic machine tools. It employs mechanics of the highest class and manufactures piston rings for every use where power is derived from compression.

Factory representatives in all principal cities carry Hi-Comp Rings in stock, and for further convenience the company maintains branches at New Orleans, Toledo and Detroit.





COTTON SEED  
HULL  
SHED

MAIN  
MILL  
BUILDINGS



Tennessee Fibre Company.



# Cotton Products

Thrift, energy and enterprise have been shown in such a marked degree in building up the Tennessee Fibre Company's business reputation that not another concern of its character in the city or the South surpasses it.

The company's output is in such demand and its reputation so well known that the capacity of its two plants are taxed at all times. In the two plants operated by the company approximately two hundred people are employed. One of the plants is located at Linden avenue and the Southern Railway and the other on Thomas avenue. The company produces feed and fibre from cotton seed. Its long and successful business career is as good as an affidavit as to the quality of its output.

There are numerous feeds for cattle, and especially for milch cows, on the market, but it is said that few of them are the equal of the Creamo Brand Cotton Seed Meal, and other well known and reliable products put out by the Tennessee Fibre Company.

Government experts, it must be remembered, have worked under the glare of the midnight oil to produce a rich milk through a food process, the aim always being to have the milk of such quality as to guarantee its wholesomeness as well as its food value and quantity of nutrition.

All foodstuffs for milch cows, or for fattening cattle, put on the market have been carefully watched by these same experts and chemists in the employ of private concerns, who have followed closely the government tests and experiments in making up formulae.

The Tennessee Fibre Company's product has been a standard cotton seed feed for fifteen years. It contains all the feeding value of the cotton seed minus the excess of oil and lint.

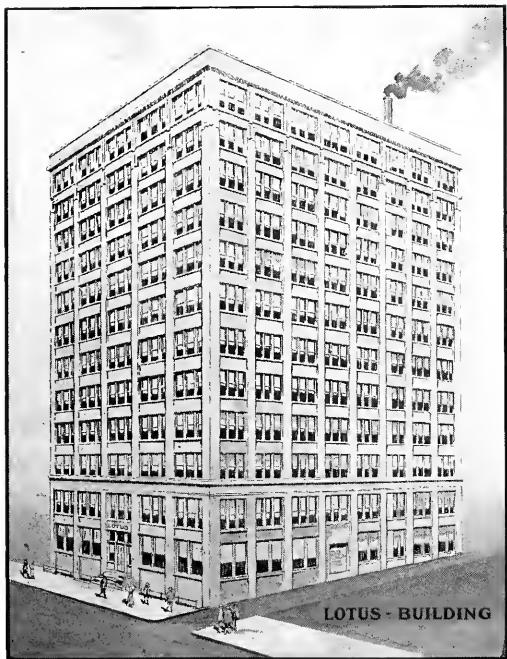
It is guaranteed to contain 20 per cent of protein and 5 per cent of fat. It is claimed to be unrivalled as a fattener of cattle and a producer of cream and milk.

People who have tried it praise it above all others. It has stood every test, and has grown in such favor that the company has been forced to virtually subordinate every other product to this in order to supply the trade.

The Tennessee Fibre Company's other products are cotton fibres.

The company is one of Memphis' flourishing enterprises.

The officers of the company are: H. S. Hayley, president; D. M. Armstrong, vice president; J. A. Hayley, secretary; W. C. Johnson, treasurer and manager.



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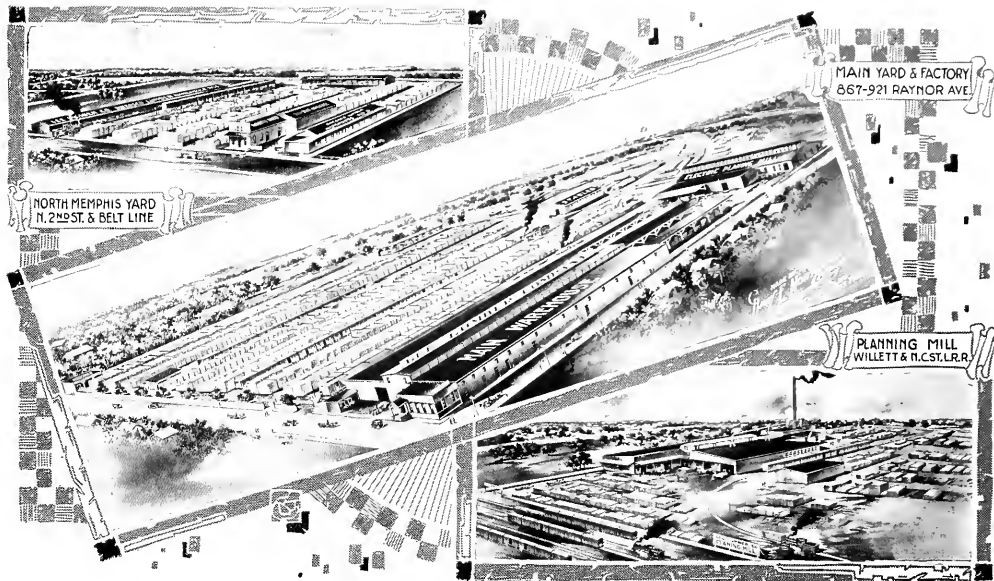
## The Lotus Building

A building prominent among the sky-scrapers of Memphis is owned by the Jefferson Building Company, taking its corporate name from the avenue on which is located the tallest reinforced concrete building in the South. This building was opened for occupancy September, 1911. In structural design it offers all the modern advantages, and is especially arranged for commercial and light manufacturing purposes and institutions that are usually installed in "loft buildings." The building is in the first class of fireproof structures. It has natural light on four sides, steam heat, electric lights, elevator service furnished to tenants.

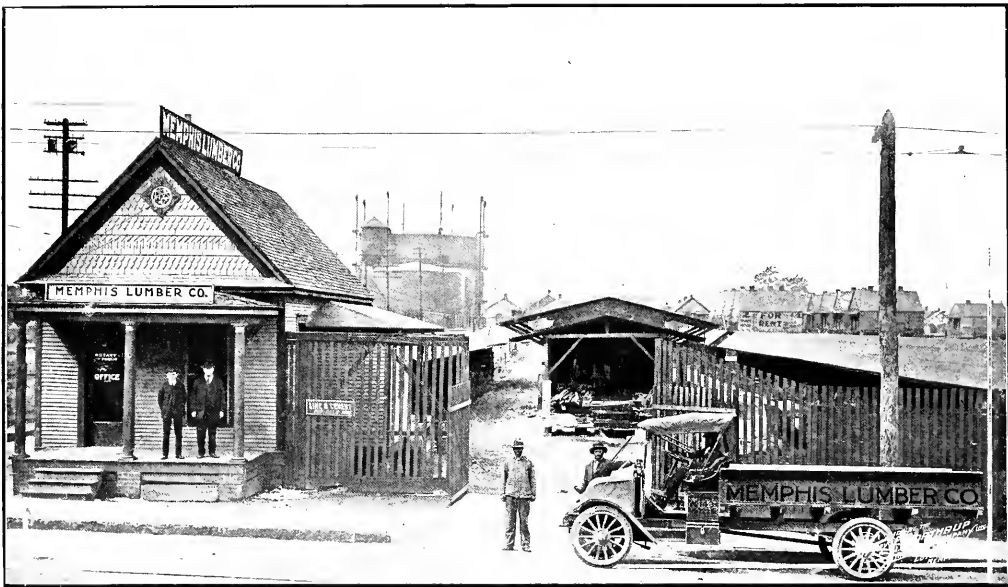
The Lotus Building is in the heart of the city and is admirably adapted for general business purposes.

The building is under the management of H. L. Guion Company.

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Lee Lumber Company.



Memphis Lumber Co.

# One of the South's Largest Retail Furniture Stores

As you walk southward on Main Street and come to Jefferson Avenue you will see the Rhodes Furniture Company's building, a masterpiece in store architecture. It is one of the largest and most complete furniture establishments in the South, and the biggest in Memphis.

They occupy the entire building and show a wonderful variety of home furnishings and furniture on

their five sales floors. More than 100,000 square feet of floor space is devoted to the display of furniture.

Here you will find furniture grouped in room effects, showing various outfits in real home surroundings. It is the idea of Rhodes Furniture Company to show people how to get beautiful and harmonious surroundings with the special type of furniture purchased, and the attractive and intelligent manner in which these special rooms are furnished shows how well they have succeeded.

The variety of furniture this store displays is so great that it matters not how reasonable or costly furniture is wanted, or what style is desired, it can be found in their extensive stock.

Memphis is fast becoming the center of business activity in the South, and neck and neck with its growth the Rhodes Furniture Company is rapidly becoming the furniture headquarters for Southern people through its constantly growing South-wide business.

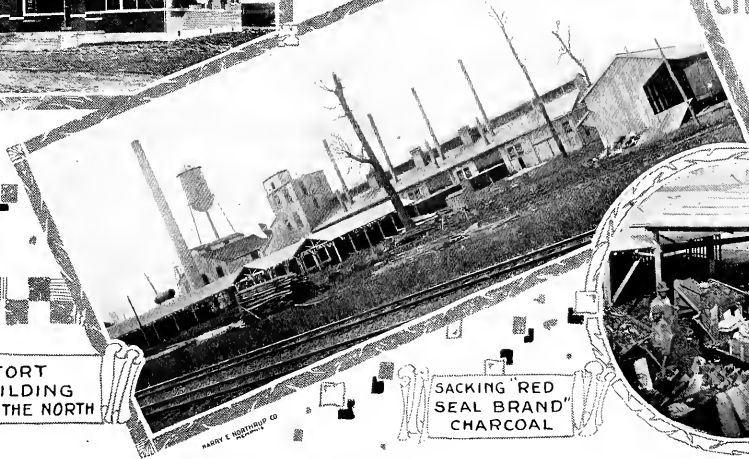


OFFICE OF  
FOREST PRODUCTS  
CHEMICAL CO.

WHERE  
RED SEAL  
BRAND  
CHARCOAL  
IS  
MADE



RETORT  
BUILDING  
FROM THE NORTH



HARRY E. NORTHROP CO.  
PACIFIC

SACKING "RED  
SEAL BRAND"  
CHARCOAL



Forest Products Chemical Co.

# Forest Products Chemical Co.



Charcoal has long been used in a limited way in the South. A true appreciation of its value, however, had never been realized until the Forest Products Chemical Co. placed on the market its Red Seal Brand, scientifically made from hardwood by the retort process. In

quality and general utility it is as superior to the old-fashioned, country-made, kiln-burned charcoal as is soft or bituminous coal from the higher grades of anthracite.

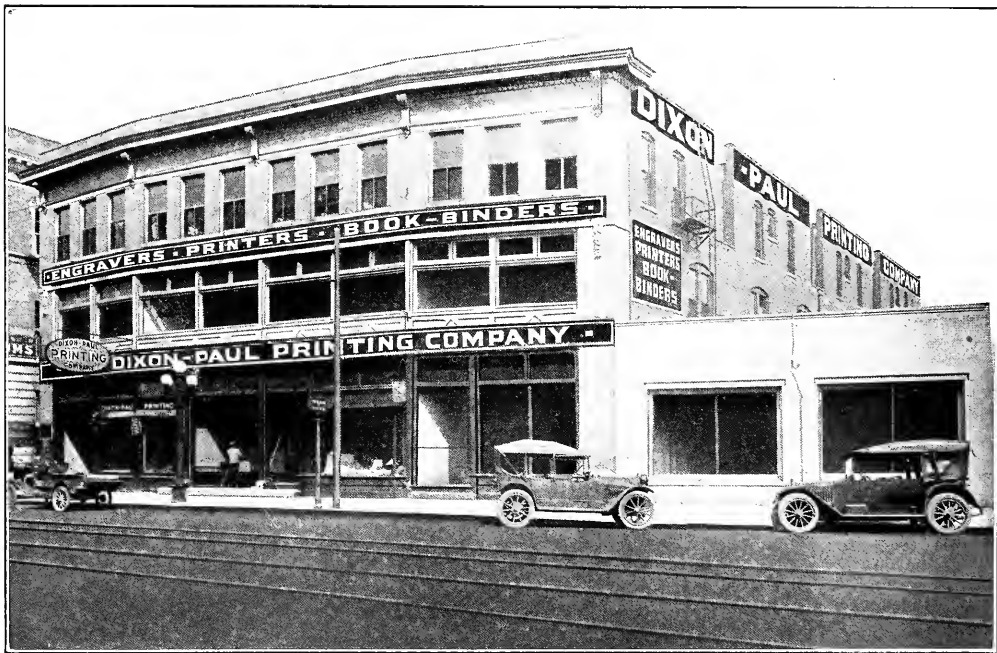
In the marketing of this charcoal through the grocery trade a distinct innovation in fuel distribution in the South was inaugurated. That it has proved eminently successful is attested by the fact that, at the front door of over five hundred grocery stores in Memphis stands a display rack painted a bright red with the word Charcoal in bold black letters across a signboard spanning its top. On these stands are displayed the merchant's stock of attractive 10 cent paper bags of Red Seal Brand Charcoal, whose trade-mark—a big red seal—is familiar to the majority of Memphis housewives.

The fame of this charcoal has also spread throughout the better part of the Memphis territory, for wise housekeepers everywhere are fast realizing the wide range of its usefulness, and decided economy in

both laundry and kitchen. As a result the wholesale grocery trade have become interested distributors on a carload basis in many jobbing centers.

Red Seal Brand Charcoal is made in the only plant of its kind in the South, the size and completeness of which may be only dimly realized by an examination of the photos on the opposite page. A recent expenditure of over two hundred thousand dollars in additional manufacturing equipment and housing, places this plant among the finest of its kind in the United States.

The Forest Products Chemical Co. is located on the belt line adjacent to the suburb of Hollywood, on a twenty-acre tract of land, which acreage is necessary for the private side trackage and storage room for cordwood, of which eight carloads are needed daily to keep the retorts supplied, from the vaporization of which the several wood products manufactured by this company are produced. Before this wood reaches the charcoal state liquids are distilled from its vapors from which are made wood alcohol, wood creosote, acetate of lime, shingle stain oils and wood pitch. All of these products with the exception of the charcoal and Crewood—a wood preservative—are shipped in large volume to refining plants in the East. Red Seal Brand Charcoal and Crewood are marketed direct to the trade from Memphis.



Dixon-Paul Printing Company



# The Printing Industry

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The DIXON-PAUL PRINTING COMPANY, a consolidation of PAUL & DOUGLASS CO. and H. W. DIXON CO., is one of the South's largest institutions doing printing, bookbinding, ruling, steel die embossing, copper plate engraving, electrotyping, etc.

This concern not only handles its share of the great volume of printing required for busy Memphis, but with its mail order and catalogue department, reaches out into more than a score of other States. They are also contract printers for the State of Mississippi. It is the only printing house in Memphis operating an electrotype plant in connection, and their capacity for executing large catalogue and book orders is unsurpassed in this part of the country.

Mechanics of the highest class are employed in every department, and as producers of fine printing, the reputation of the DIXON-PAUL PRINTING COMPANY has been established. With two popular and well-trained business men at the helm, Harry W. Dixon, President and General Manager; Wilbur C.

Paul, Secretary and Sales Manager, the company will keep pace with the steady growth of Memphis, and will continue to be an institution of which our city is justly proud.

Their Composing Room has a large assortment of all the new and up-to-date faces of type, ornaments, borders, etc., which are necessary to obtain the proper effect in typography.

The Press Rooms are equipped with modern presses, both cylinder and job, for doing the highest grade press work.

The Steel Die and Copper Plate Department for doing that particular line of work, is thorough in every branch.

The Bindery has all the facilities for doing ruling and binding, for making blank books, loose leaf sheets, current and transfer binders.

The Engraving and Electrotyping Department is one of the best in the city and is a valuable asset in handling large orders.

# SHELBY BISCUIT COMPANY :: :: Memphis, Tennessee

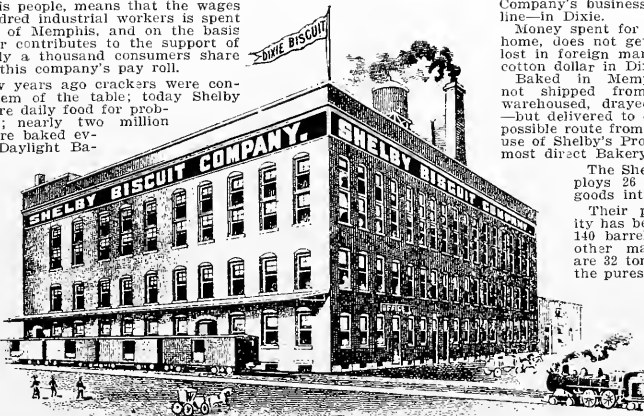
Important and interesting to Merchants and Consumers is the fact that DIXIE BISCUIT, PEERLESS SODA CRACKERS and a full line of Staple and Fancy Bakery Products are baked in Memphis, fresh every day, by the Shelby Biscuit Company in the largest Cracker Factory south of the Ohio River—the only Cracker Factory in the Memphis territory. Operated entirely by Memphis people. Average 200 employees. One and a half acres floor space.

Baking capacity 140 barrels flour per day. Over 100 varieties produced of Quality Second to None. The Shelby Line is the ONLY LINE of Cakes and Crackers Baked in Memphis or the Memphis territory.

Operated by Memphis people, means that the wages paid to their two hundred industrial workers is spent among the merchants of Memphis, and on the basis that each wage earner contributes to the support of four other people, fully a thousand consumers share in the distribution of this company's pay roll.

Comparatively a few years ago crackers were considered an unusual item of the table; today Shelby Crackers and Cakes are daily food for probably a million people; nearly two million Crackers and Cakes are baked every day in Shelby's Daylight Bakery, under the most perfect sanitary conditions.

Modern machinery, driven by Electricity generated in their factory, operated by uniformed employees whose health methods and cleanliness are carefully conserved—using the best materials that can be bought, combine to produce that high quality of bakery products which has built the Shelby Biscuit



Company's business to the first place in its line—in Dixie.

Money spent for Shelby products stays at home, does not get far enough away to be lost in foreign markets and thus keeps the cotton dollar in Dixie.

Baked in Memphis—fresh every day—not shipped from distant cities—drayed, warehoused, drayed, shipped, drayed again—but delivered to our table by the quickest possible route from the oven, we have in the use of Shelby's Products the privilege of the most direct Bakery Product Service possible.

The Shelby Biscuit Company employs 26 salesmen and ship their goods into nine states.

Their present maximum capacity has been several times reached; 140 barrels per day is the record; other materials used per month are 32 tons of shortening (they use the purest lard that can be obtained), over 37 tons of sugar, 53 barrels of honey and syrups, 25 barrels cocoanut, 700,000 boxes and containers, 3,000,000 labels and wraps.

And—Made in Memphis — For Memphis, and for the Memphis territory merchant and consumer.

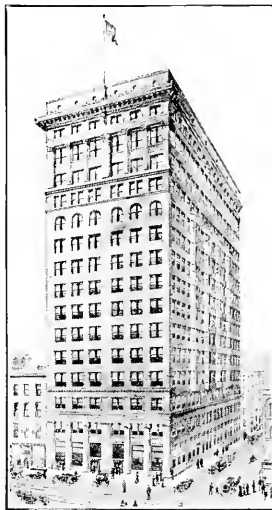
# BANK OF COMMERCE & TRUST COMPANY

CAPITAL AND SURPLUS, \$2,000,000.00

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OFFICERS

T. O. VINTON, President  
R. BRINKLEY SNOWDEN  
Vice-President  
E. L. RICE  
Vice-President  
L. S. GWYN  
Cashier  
LEW PRICE  
Assistant Cashier  
L. A. THORNTON  
Assistant Cashier  
S. J. SHEPHERD  
Trust Officer  
JAS. H. FISHER  
Secretary  
A. C. BURCHETT  
Auditor



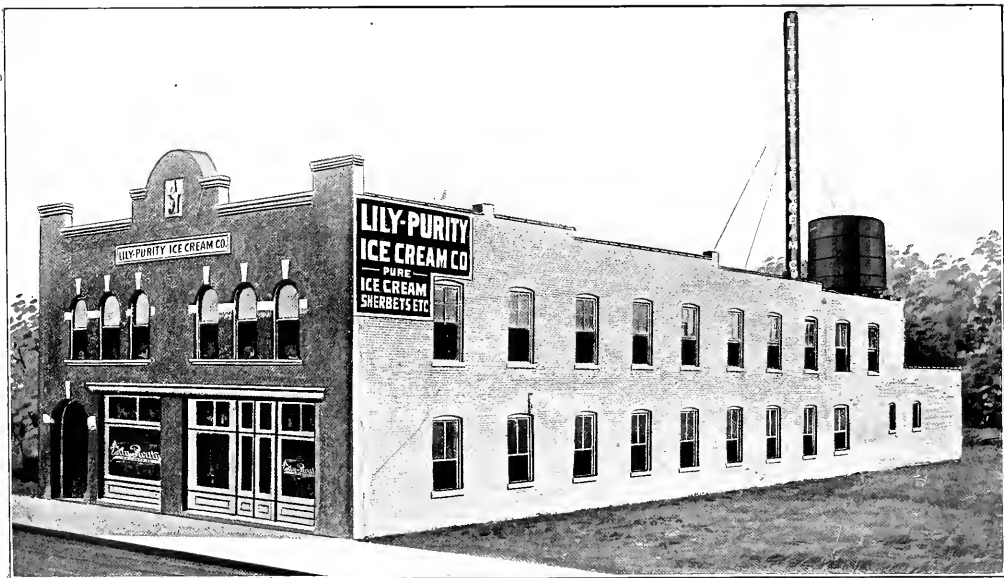
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DIRECTORS

O. H. P. PIPER  
W. B. MALLORY  
E. LOWENSTEIN  
R. BRINKLEY SNOWDEN  
JNO. T. FARGASON  
R. A. SPEED  
W. G. THOMAS  
T. H. TUTWILER  
T. O. VINTON  
B. B. BEECHER  
E. L. RICE  
J. A. EVANS  
CLELAND K. SMITH  
J. B. GOODBAR  
H. MORRIS  
FRED B. JONES  
JULIAN C. WILSON  
McKAY VAN VLEET  
A. L. PARKER  
F. G. BARTON

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*This Company has eighty employees, under eight officers and four department managers, trained to efficiency and fully equipped, who are at your command at any time. Your business invited.*



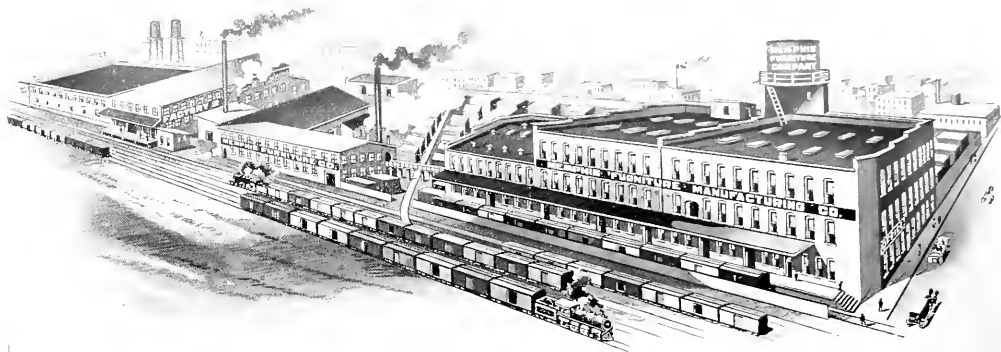
The Home of Pure Ice Cream.



Memphis Bread Co.



Memphis Bag Co.



A Modern Furniture Factory.

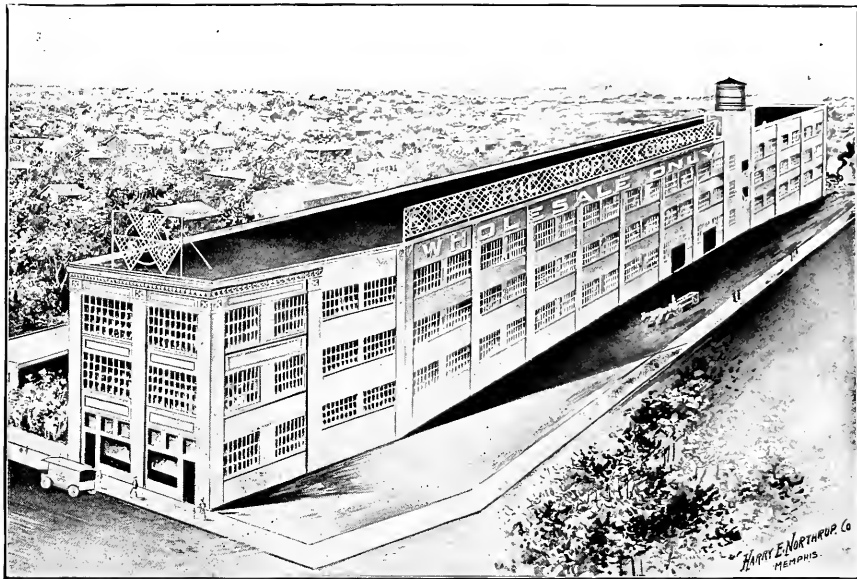


**A. J. COOK & COMPANY, INC., Decatur St. and L. & N. R. R.**

Organized in 1914 by A. J. Cook President, and Manager. B. F. Davis, Vice-President, and Edward Fraser, Secretary and Treasurer, this trio of energetic young business men have developed a large and rapidly increasing trade in building material, including lime, cement, plaster, metal lath, sewer pipe, fire brick and items pertaining to building supplies, also coal, hay and grain, horse and cattle feed.

With spacious warehouses and track facilities connected with the L. & N. R. R. and a system of auto and team delivery, this company is adequately equipped, has ample resources to care for large contracts, can satisfy heavy demands and give quick delivery on all orders for building material and general builders' supplies.



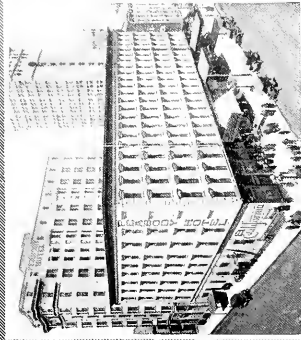


Electric Supply Co.

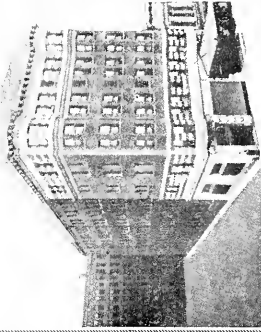
# HOTEL CHISCA



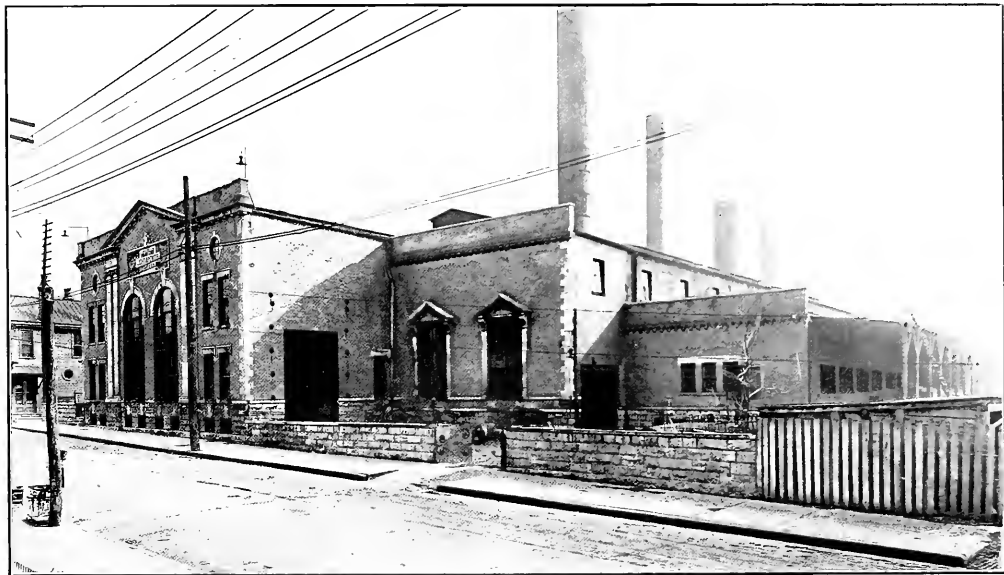
# HOTEL PEABODY



# HOTEL GAYOSO



"THREE OF THE FINEST"



Electric Power House of The Memphis Consolidated Gas & Electric Co.



Memphis Queensware Co.

# The Queensware Trade

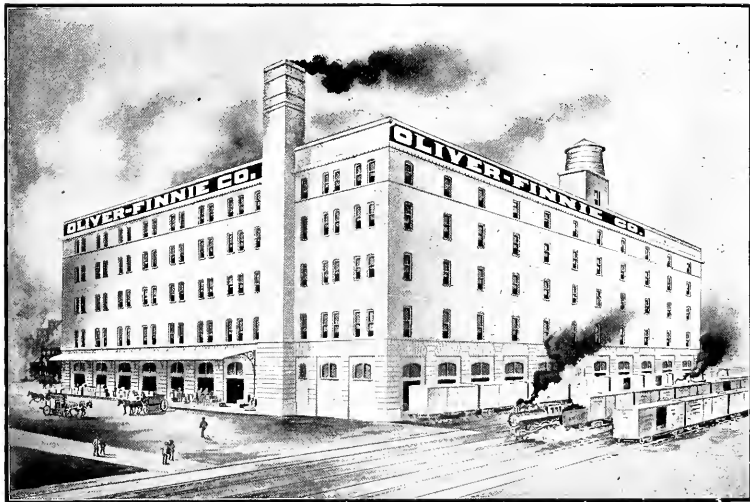
A great part of the queensware, glass, woodenware and toy trade of the South is through one of Memphis' largest houses, Memphis Queensware Company, importers and jobbers.

Heavy stocks of American-made goods are carried and much is imported, at present under difficult conditions, from France, England, Austria and Germany. For "first hands" who desire to supply all the demands of the trade must be provided with cheapest and best from all sources.

The fine chinaware sold in this country, for instance, is obtained from factories in France, Germany and England. Toys of this material are made in Germany. England makes much of the cheap crockery sold in this market. Much more of it is obtained from East Liverpool, Ohio. Pittsburg, Pa., furnishes most of the glassware. The galvanized wares, enamelwares and tinwares come from New York, and silver-plated ware from Meriden, Conn. Willowware is largely imported direct from Germany and France.

The duty which Uncle Sam requires on all this imported material cuts a very considerable figure in its marketing in America. This ranges from 35 to 40 per cent on crockery and about 35 per cent on china and toys. The Memphis Queensware Company manages even in this particular to cut edges by maintaining its own bonded warehouse. In this warehouse the imported goods are stored under government seal and are there held until they are wanted for shipment to the trade. Duty is not paid on them until they are taken from the bonded warehouse; and as they are taken bit by bit as required for delivery to the customers of the firm, it is not necessary to have a large amount of dead capital tied up in duties prepaid on goods awaiting sale.

Memphis supplies queensware to practically the whole of Arkansas, Mississippi, Alabama, Tennessee, Louisiana, Texas and Oklahoma—or, to state it in other terms, to all territory within 200 to 300 miles of the city.



A Pure Food Plant.

# Pure Food Products

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A city within a city; in existence 57 years, is a statement which fits almost exactly the position in the Memphis industrial world occupied by Oliver-Finnie Co. Home of the "Silver Moon" brand, and one of the show places of Memphis, is the Pure Food establishment of Oliver-Finnie Co.

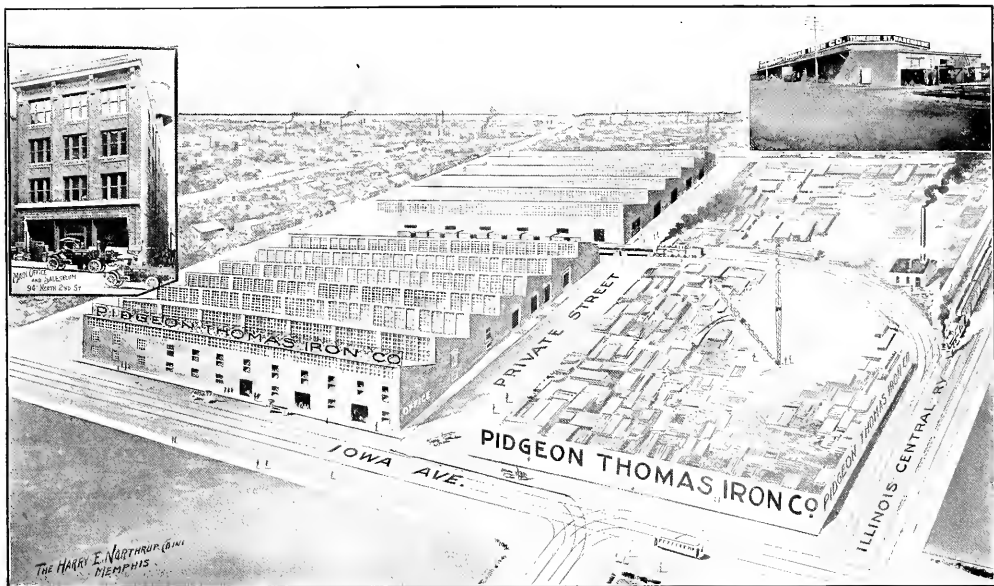
The entire seven-story building, covering almost a block, is used for the manufacture of high grade candies, extracts, grape juice, baking powders and roasting of coffees and milling of spices. This is the largest pure food emporium in the South.

Candy manufacturing is one of the largest departments, where 25,000 pounds or a carload of candy a

day is the output. They do an immense trade in roasting and packing of coffee, and the manufacture of grocers' sundries and fountain supplies has within recent date been added to the large list of products handled.

The business was founded in 1860 by J. P. Finnie and J. N. Oliver, and the present officials, Geo. C. Mason, president and treasurer; W. E. Holt, vice-president and general manager; M. H. Hunt, vice-president, and C. O. Finnie, secretary, have contributed much to the founders' success.

They have a capable and large force of traveling men and their products are marketed in the Southern States, Cuba and South America.



Pidgeon-Thomas Iron Co.



# Iron and Steel Trade

To enumerate the many lines and complete stocks in the two large warehouses and uptown store of Pidgeon-Thomas Iron Company would require much space.

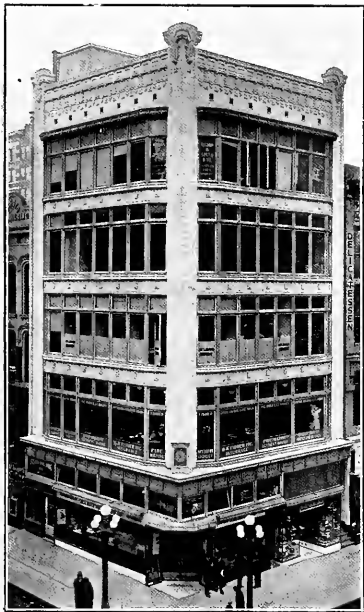
This successful Memphis firm carries in stock supplies for railroads, mills, quarries, contractors, roofers, tinnerns, etc. The Memphis Bridge, opened 25 years ago, and the J. T. Harahan Bridge, just completed, drew upon Pidgeon-Thomas Iron Company and its predecessor, Monogue-Pidgeon Iron Company, for materials. All the steel used in the construction of Hotel Chisca was furnished by them. The great Exchange building, Central-State National Bank and other modern buildings contain quantities of iron and steel from their stocks.

Instant delivery from warehouse of rails, spikes, fish plates, etc., can be had. I beams, channels, angles, studs and metal lath, re-inforcing bars, galvanized, painted and black steel sidings and roofings of all lengths and gauges. Blacksmiths' supplies, tin-

ners' supplies, roofers' supplies, including felts, pitch and roofing gravel, prepared roofings—"Paroid" and "Royal Rubber" Roofing, said to be the best low-priced roofing on the market.

Another department of Pidgeon-Thomas Iron Company can furnish galvanized iron and steel tanks, silos, troughs, portable garages, etc., from stock or to order. Shelf and heavy hardware, shafting, pulleys, belts, etc., for every need.

The offices and headquarters of the company are conveniently located at 94-96 North Second Street. Warehouse on Iowa Avenue and Tennessee Street. Pidgeon-Thomas Iron Company is designated exclusive agent in this territory for many of America's principal manufacturers of iron and steel products for the building trades. It draws its business from the entire South, and offers delivery from stock, at market prices or better, of many items not elsewhere to be procured in the South. Railroads, mills and farmers, contractors, cities and home-owners are among its daily customers.



D. A. Fisher Building.

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Located on the corner of Main St. and Madison Ave., the busiest corner in the city of Memphis, and for that matter, in the entire South, is the latest addition to the family of Memphis office buildings.

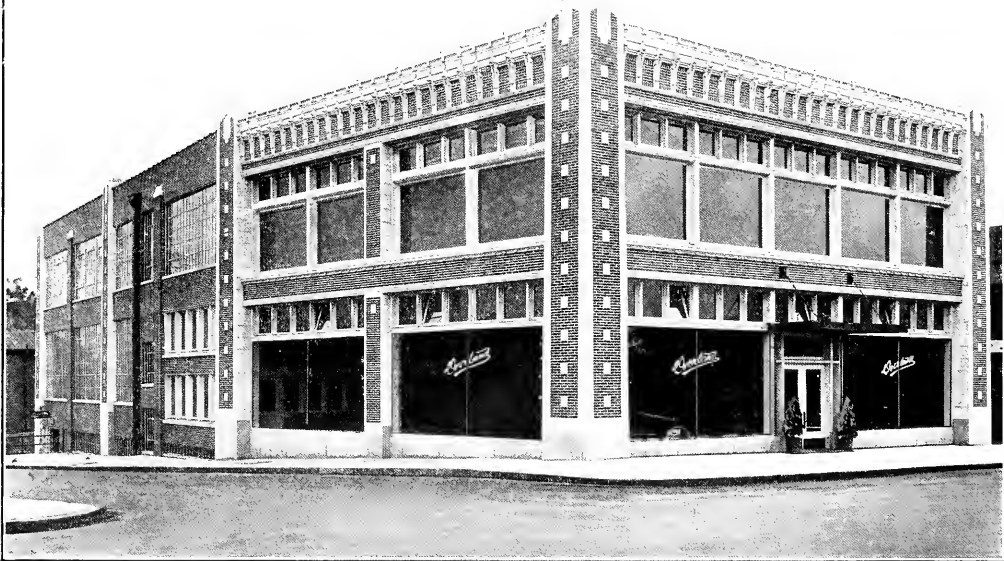
Christened with the name of its founder it heralded its entrance into the affairs of this city as the D. A. Fisher Building. A name that has been written into the business life of Memphis and into the insurance world in letters that will never be erased.

The entire second floor of this building is occupied by the Fisher Agency, which organized away back in 1864, has grown steadily year by year until it has reached its present commanding position in the insurance affairs of the South.

Some years ago there began to appear in the newspapers, on billboards and through other mediums the seven-word sentence that has since become so indelibly impressed on the minds of the public as to be synonymous with the Fisher Agency—"Suppose you have a fire tonight."



THE RIECHMAN-CROSBY CO.—Machinery and Mill Supplies



Memphis Overland Co.

# Approximating the Ideal

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The Memphis Overland building is the product of an ideal. It has been created to meet the needs of a rapidly growing business with an ever increasing number of patrons. Each detail of its construction is the result of months of painstaking thought and attention. The president of the company visited every large city in the country seeking new ideas of design and equipment to utilize in the plans for this building.

The spacious grand foyer contains at all times a representative exhibit of the most popular models of the famous Overland and Willys-Knight cars. Here visitors can inspect at their leisure the finest models of the world's largest producers of automobiles from the modest little four-cylinder roadster

up through the classy "Country Club Roadster," and the various four and six-cylinder models to the superb eight-cylinder Willys-Knight.

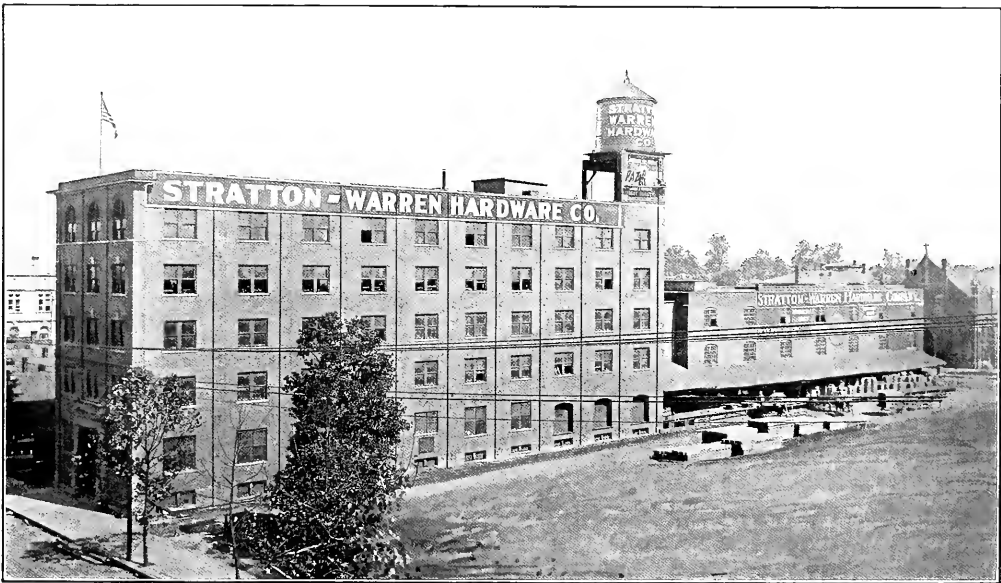
We have provided rest rooms for the comfort of visitors and Overland tourists are especially invited to avail themselves of our facilities. Our parts and service departments can supply instantly parts for any model Overland or Willys-Knight.

Our ideal of an automobile sales and display station is revealed in the perfection of our new building. Our ideal of real service to automobile owners can only be appreciated by those who need and utilize the facilities of this modern plant and courteous organization.

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**MEMPHIS OVERLAND CO.**  
Thomas H. Smart, *President*

Monroe at Lauderdale  
**Memphis**



Stratton-Warren Hardware Co.

# Leaders In Their Line

The growth of an institution from a small beginning to a place of commanding supremacy in its line is always interesting. In certain respects the story of such a business is quite as appealing as the life story of many successful men.

The Stratton-Warren Hardware Company is such an institution; from the opening day until the present moment, its owners, officers and attaches of each department have put their lives into the business in order to serve the merchants of the South and Southwest, and through the merchants serve the entire people.

It was back in the year 1902 that the present concern had its birth.

Then followed years of growth, adjustment and earnest work—each year seeing a bigger volume of trade, a larger number of merchants served and larger stocks to supply the trade from. Then, as now, the first aim of the concern was to serve its patrons a little better—to offer them more variety of goods, quicker shipments and better values.

Stratton-Warren Hardware Company sell everything in the line of hardware, farming tools, harness, saddlery and kindred lines. The company has a sales organization that reaches out over thousands

of miles of territory throughout the South and the Southwest, and has cordial relations with practically every general merchant and every hardware and farming implement store throughout its territory.

The officers and employees of the Stratton-Warren Hardware Company fight for their patrons just as strenuously and fiercely as the legions under the various European flags, but instead of using centimeter guns and ocean dreadnaughts, they use the different transportation companies for quick shipments, and go into the markets of the world with experienced forces to choose the merchandise best suited to the trade in the sections covered.

At the head of the company is Mr. L. M. Stratton, a worker and executor—a man identified with many interests in Memphis and holding steadfast to an unshakable faith in the future of this city and this section of the country. Mr. P. M. Warren is vice-president. Mr. W. F. Stephenson is likewise a vice-president, while Mr. G. M. Baird is secretary and Mr. M. G. White treasurer of the concern. Each and all are men with wide and ever increasing visions, broad experiences, tireless energy and unswerving honesty.



Pinswanger & Co.



# Transparency and Reflection

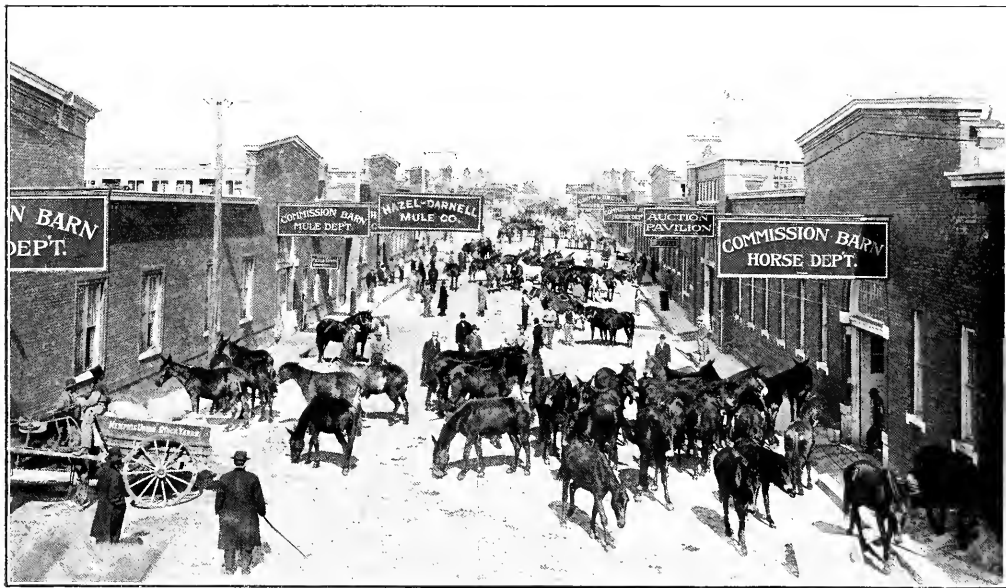
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Memphis enjoys the distinction of having the most extensive plant of its kind south of Chicago in Binswanger & Co., Incorporated, Nos. 645-655 Union Avenue, dealers in plate and sheet glass.

The Binswangers are pioneers of the glass business in the South, having first established a house in Richmond, Va., in 1872. In 1906 the Memphis house was opened at 2-4-6-8 West Calhoun Avenue. The name itself presaged success, because no glass merchant or manufacturer in the South was better or more widely known, and it was not long before the firm had to seek larger quarters.

The result was that its present Memphis home on Union Avenue was erected and, although it is vastly larger than the previous plant, it is none too large to take care of the ever increasing business in the glass line.

The Memphis house covers the territory from the east line of Alabama to New Mexico and all the intermediate area. One hundred men and women are employed in the Memphis factory, which has a floor area of 2 acres. The firm owns its trackage and does an enormous shipping business. The Binswangers are distributors of plate and window glass and manufacturers, importers and jobbers of mirrors, art and ecclesiastical glass, prism glass and kindred lines. The building which the company occupies was built expressly for that line of business, and is the most complete west of Richmond or south of Chicago. The company sells to dealers and contractors. The two plants are owned and operated by H. S. Binswanger, president; M. I. Binswanger, vice president; M. S. Binswanger, secretary, and R. A. Binswanger, treasurer. M. S. Binswanger is manager of the Memphis house. The plant is one of which Memphis is justly proud.



Hazel-Darnell Mule Co.

# An Up-to-Date Concern

"The most modern and up-to-date stockyards in the world," is an apt description of the Memphis Union Stock Yards (the Hazel-Darnell Mule Co., Lessees), McLeMORE and Kansas avenue. At least the visitor, standing at the head of Stock Yards place on a busy day, witnesses the scene of activity and inspecting the barns and pens, would subscribe to it as the truth and nothing but the truth.

Only by a visit can one realize the scope of activities in the mule and horse market carried on there. The buildings and pens and barns are the most modern, being constructed especially for the housing of horses and mules.

The entire plant covers an area of 11½ acres, five and one-half acres being occupied by fireproof brick barns. On the rest of the area are shipping barns and cattle pens. All buildings and barns are strictly sanitary. Stock Yards Place is well paved and has concrete walks. The little thoroughfare, with its rows of offices, barns and stables on either side, has the appearance of a little city. The great dome of the auction pavilion adds to this effect, and there is a hotel at the head of the street.

Eight horse and mule firms do a wholesale and retail business in this little area, besides the big com-

mission business operated by the Hazel-Darnell Mule Company, who handle horses and mules for hundreds of shippers, who sell their stock to the Southern farmers annually.

The firm is composed of C. R. Hazel, D. Darnell, C. J. Lowrance and P. B. Lowrance. The other firms lease from them. Some idea of the volume of business may be gleaned from the fact that during the early part of the year 1914, January to May inclusive, 200 earloads per month, or 5,000 head, were handled at the yards. About 10,000 horses have been shipped to Europe for war service.

During the summer months about 5,000 head of cattle are handled from Florida and other Southern States and sold to Western dealers. There is a government dipping station at the yards, where all cattle from tick-infected sections are dipped under government supervision. The lessees also conduct inspections of horses and mules in various places from whence shipments are made direct. Their operations extend from Florida to Nebraska and from the Panhandle country to the blue-grass region. The yards were organized in 1911, and immediately leased to Hazel-Darnell Mule Co.



Edgar-Morgan Co.

# The Home of Old Beck

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As a feed manufacturing center Memphis has advanced rapidly in recent years, until it now bids fair to take position as the feed distributing point, not only for the Mississippi Valley, but for the entire Southeast as well. Centrally and conveniently located on the Mississippi river, with low rates on account of water competition, served by seventeen railroads, and assembling raw materials from New Mexico to Canada, it offers the best of reasons for becoming the South's logical feed market. With an entire absence of competitive jealousy Edgar-Morgan Co. have been a strong contributing factor in developing these natural advantages of their home city.



As exclusive manufacturers of Stock, Dairy and Poultry Feeds this company has won an enviable position of confidence in the feed world by their strict adherence to their high standards of quality. In fact, in such high favor are their feeds held throughout the South that they are now regarded as one of the largest manufacturers of strictly quality feeds in the United States. Their

Old Beck Sweet Feed for stock has become famous throughout the Southern States by reason of its high quality, its appropriate name, and its judicious advertisement. Their Cerafa Dry Stock Feed, Gem Dairy and Manna Poultry Feeds are also thoroughly introduced all over the Southern territory.

The vice-president of the company, Mr. J. T. Morgan, was for a number of years president of the Tri-State Poultry Association. He is a thorough poultryman, and a firm believer in all up-to-date methods of feeding and raising poultry, provided they can grade up under practical tests in his own poultry yard. As a consequence every formula for poultry feed used by this company is the outgrowth of a personally conducted successful experience under the most rigid test conditions, which is in itself a guarantee of their maximum result getting value.

One evidence of the progressive methods of this firm is their house organ, "Feed Facts & Fodder," which has an average circulation of twenty thousand copies per issue. It carries to feed dealers throughout the South and Southeast much valuable information on subjects suggested by its title.



Van Vleet-Mansfield Drug Co.

# The South's Largest Drug House

This is not the only distinction enjoyed by the Van Vleet-Mansfield Drug Co., for it is rated as second largest drug house in the United States in the aggregate of its annual business. The firm name is familiarly known from the Missouri River to the heart of Mexico, and from the Pecos to the Atlantic Seaboard.

To handle promptly and accurately the tremendous volume of business which has increased by leaps and bounds each year the Van Vleet-Mansfield Drug Co. are now building their own home, which will be ready for occupancy about July 1st, 1917. When completed this will be the most modern and up-to-the-minute drug house in the United States, for, prior to the drawing of the plans, McKay Van Vleet, president of the company, accompanied by the architects, visited a number of the large cities to inspect similar concerns for valuable ideas and suggestions.

The new building is to be eight stories high, including a day-light basement of brick, stone and reinforced concrete. Every modern labor and time-saving device is being installed so that all orders will be handled accurately and with quickest dispatch.

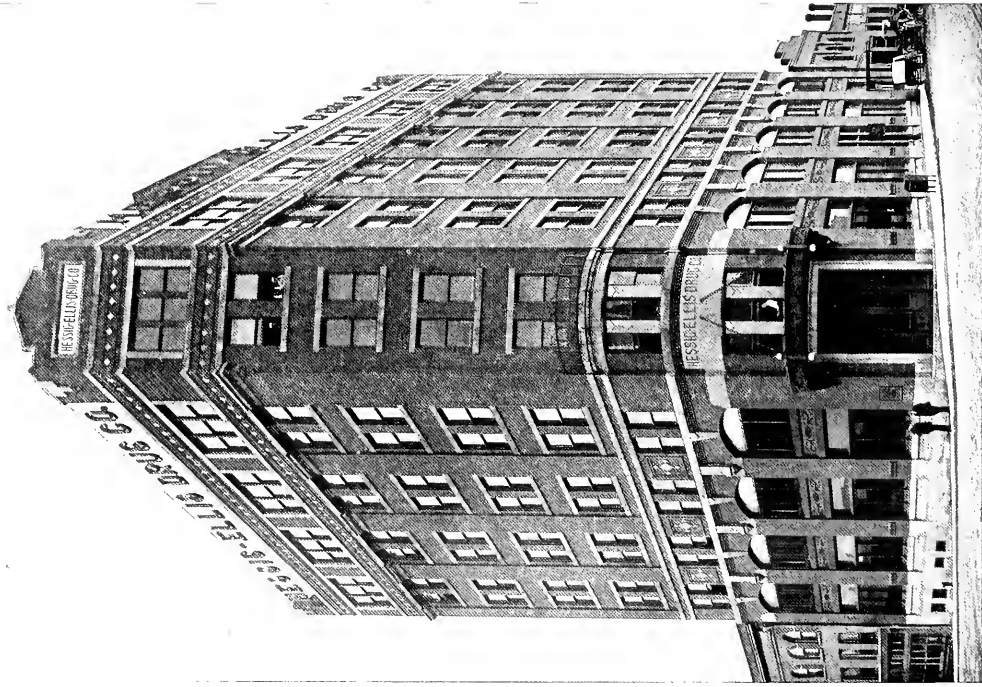
Four elevators, one for passengers and three for freight, two automatic dumb waiters and a two-

blade spiral chute are to be used in assembling orders. A pneumatic tube service will convey papers to all parts of the building in a moment's time. Also there will be an automatic telephone system, extending to every department to communicate hurry orders direct to the department to which they should go.

Their telephone service which constitutes a trunk line for city and long distance calls will enable their customers to get immediate connection and in this way obviate the annoying delay of waiting for an "open wire."

Not a single detail has been overlooked and when the building is completed it will be the model drug house of the United States—a house every Memphian should be justly proud of.

The company travels 35 road salesmen and they cover their territory every two weeks, enabling their patrons to keep a fresh stock of drugs and other articles on hand at all times. The firm also has an enormous mail business and orders received in this manner are as promptly filled and sent on to their destination as if given to a salesman or in person at the general offices. It is this prompt service and constant care of the trade that has made the Van Vleet-Mansfield Drug Company the foremost in the South and second in volume of business in the United States.



Hessig-Ellis Drug Co.



# York Service

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"York Service" is one of the big factors in the building of Memphis. "York Service" instead of being a pretty catch-phrase, is a tangible reality which is the underlying principle of the York Lumber and Manufacturing Company, whose plant comprises about five acres—mills, dry kilns, sheds and yards.

"Lumber, millwork and roofings for every type of construction" aptly covers the scope of this concern's activities. And York Service determines not only the exact quantity and grade, but time of delivery as well.

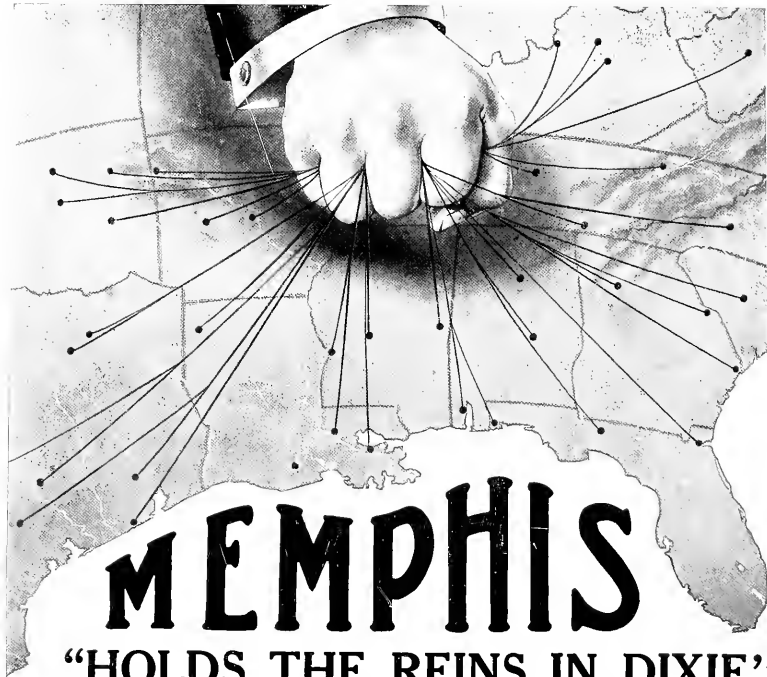
By means of a carefully developed system in the hands of an efficient organization, York Service has made it profitable to place the customer's interest first. In stock is lumber of every grade, rough and dressed, from thinnest ceiling boards to heavy framing timbers. A complete stock of high grade millwork with facilities for the manufacture of any special items desired. Prepared roofings of all grades from cheapest to best, including asphalt diamond point shingles and asbestos shingles.

York Service not only guides the customer in his

selection of materials, but also provides those materials at proper prices. Be it a garage or bungalow, mansion, church, skyscraper or hotel, York Lumber and Manufacturing Company can furnish the rough and finished lumber, the doors, windows and interior trim, thoroughly kiln-dried and ready for use.

Throughout Memphis, and in surrounding territory for hundreds of miles stand monuments to York Service. Magnificent steamboats upon the broad Mississippi are floating examples of York's ability to furnish handsome interior woodwork. All about this section where buildings are in the course of construction, are to be seen attractive signs which signify that York Service is responsible for much of the quality of materials there in use.

York Lumber and Manufacturing Company is provided with Memphis capital and managed by Memphians. Each department is in the hands of one who, well versed in all lines, is a specialist in his own. Carload orders and truck load orders alike receive the same careful attention at the hands of those whose business it is to see that York Service means profit to the customer.



# MEMPHIS

"HOLDS THE REINS IN DIXIE"



